

**Minutes
Mayor's Council on Physical Fitness
Regular Meeting September 14, 2011
Abilene City Hall
Basement Conference Room**

The Mayor's Council on Physical Fitness met on September 14, 2011 in the Basement Conference Room of City Hall, 555 Walnut, Abilene, Texas 79601. Dennis O'Connell, Chairperson, was present and presiding. Members present were Bill Horn, Kris Dawson, Cheryl Edgar, Deonna Shake and Joy Hedges. Also present was Susan Elgin – Alliance for Women and Children; and Barbara Boen, Kelley Messer, and Audria Hammond - City of Abilene staff.

1. Call to Order

Dennis O'Connell, Chairperson called the meeting to order at 4:05 pm after determining a quorum.

2. Minutes: Approval of Minutes of May 11, June 8, July 13, and August 10, 2011 regular meetings

On a motion by Bill Horn; seconded by Cheryl Edgar, minutes of the May 11, June 8, July 13, and August 10, 2011 regular meetings were approved.

3. Staff Liaison report

- **Mentoring log to DSHS (May, June, July and August 2011)**

Barbara Boen, Staff Liaison, presented the Mentoring Log submitted to the Department of State Health Services for May, June, July and August 2011. There were no mentoring activities. She noted that the Grant ended August 31, 2011.

- **Texas Heart & Stroke Healthy City 2010**

The Texas Council on Cardiovascular Disease and Stroke recently awarded Abilene a Gold recognition level for the 2010 Heart and Stroke Healthy City Assessment to the City of Abilene's Public Health Department. The award was presented at the June 23, 2011 Council Meeting. Ms. Boen was given a certificate of appreciation for work on behalf of the Mayor's Council on Physical Fitness.

- **Event Evaluation**

- i. **Rescue the Animals/SPCA 5K Run**

The event was held on May 14, 2011. There were a total of 150 participants – children to adults. The Mayor's Council donated bottled water for the event. They felt that the event could be improved by more advertising.

ii. Senior Jamboree

The Senior Jamboree was held on May 19, 2011. The Mayor's Council donated bottled water and t-shirts for the event. There were 452 participants; all 55 years old and over. Gender was approximately 50/50.

iii. Mayor's Hike

The Mayor's Hike was held on May 14, 2011. The Mayor's Council provided bottled water and remaining t-shirts from the 2010 Mayor's Hike. There were 121 participants along with several dogs. Suggestions for improvement: 1. Give away an Abilene State Park membership as a door prize. 2. Provide more information about using Lake Abilene for hiking.

- **Bottled water and flying discs**

Ms. Boen informed the Council that there are 52 cases of bottled water and 95 discs available for donation. She thanked Jim Bryan, Emergency Management Manager, for his assistance with picking up the order of 60 cases of bottled water received in August. By picking the water up there was no delivery fee charged.

- **Nominations for Chris Kyker Physical Fitness Leadership Award (event and/or organization due October 31**

Ms. Boen reminded the members present that nominations for the Chris Kyker Physical Fitness Leadership Award for an event and/or organization is due on October 31, 2011.

- **IN-Focus Activity Report June – August 2011**

Ms. Boen presented the Activity Report for the period June 2011 – August 2011 from IN-Focus. A total of 8 hours were reported: 2.5 hr – new user account application approval/denial; 3 hr – website analytics monitoring & evaluation; 2.5 hr – page content edits.

4. Discussion and possible action of the following:

- **Appointment of Chair and Vice Chair for September 2011 through May 2012**

On a motion by Deonna Shake; seconded by Cheryl Edgar, the Council appointed Bill Horn as Chair of the Mayor's Council on Physical Fitness.

Appointment of the Vice Chair was tabled until the October regular meeting.

Outgoing Chair, Dennis O'Connell turned the meeting over to Bill Horn.

- **Recognition of outgoing council members**

Chair Bill Horn, expressed his appreciation to the outgoing Councilmembers, Dennis O'Connell and Pug Parris, for their service on the Mayor's Council on Physical Fitness. He reminded the members that the work of the Council has had a positive impact on physical fitness efforts in the community.

- **Request for Support**

- i. **Alliance for Women and Children**

Susan Elgin with the Alliance for Women and Children presented the Application for Support for their upcoming event scheduled for November 5, 2011. 200 volunteer community members will build a children's playground at the Alliance for Women and Children site located at 1350 North 10th Street. On a motion by Deonna Shake; seconded by Cheryl Edgar; the Council approved a sponsorship of \$500 and 50 discs for the event.

- ii. **McMurry Kinesiology Klub**

Ms. Boen presented the Application for Support submitted by the McMurry University Kinesiology Klub for their "McMurry 5000" race event scheduled for October 8, 2011. On a motion by Cheryl Edgar; seconded by Deonna Shake, the Council approved a sponsorship of 200 bottles of water.

- iii. **Abilene Martial Arts Center**

Ms. Boen presented the Application for Support submitted by the Abilene Martial Arts Center. They are sponsoring a St. June Children's Research Center Kick-A-Thon fund raiser on October 22, 2011 to raise money for St. Jude while promoting fitness and personal protection.

- **Favorite Fitness Activity of the Month:**
May field Day

The May Field Day was a success. AISD Elementary and Middle School Students participated during their PE classes.

- June Mayor's Hike**

The Mayor's Hike was held on May 14, 2011. The Mayor's Council provided bottled water and remaining t-shirts from the 2010 Mayor's Hike. There were 121 participants along with 2 dogs.

- July tour De Gap**

Deonna Shake participated in the event. There were 200 riders.

- August**

There were no activities for the month of August.

- September Fit Friends**

Kris Dawson informed the Council that the Fit Friends event is scheduled for September 23, 2011 at 5:00 am on the campus of Abilene Christian University. The event is scheduled to last for one hour.

- October Abilene On the Move**

This year's Abilene on the Move Day will be held on October 12, 2011.

- October Kick-A-thon**

The Kick-a-Thon is scheduled for October 22, 2011.

- Favorite Fitness Activity of the Month for upcoming year**

Bill Horn, Chairperson, asked the Council to continue working to include new activities for the Favorite Fitness Activities of the Month and build on those already in place.

- **Myfitnessabilene.com**

- i. **User Activity**

Ms. Boen reported that there are currently 137 users on the website. There have been 4 logins in the last 3 months. 90% of the users have not logged in one or two years. The INFocus Contract expired August 31, 2011.

- ii. **Discuss website administration**

The Council discussed moving away from the current myfitnessabilene.com website to social networking/social media: Facebook or Twitter.

On a motion by Deonna Shake, seconded by Cheryl Edgar, the Council approved to no longer provide funds for the myfitnessabilene.com website. Callie Harris, Media and Communications Manager for the City, will be invited to attend the next scheduled meeting to update the Council on the City policies for social media.

- **Activity Report**

- i. **Marketing Team**

- ii. **Public Relations Team**

There were no Marketing Team and Public Relations Team Activity Reports

5. Set next meeting date

The next meeting date was set for October 12, 2011 in the Basement Conference Room of City Hall.

6. Adjournment

Bill Horn, Chairperson, adjourned the meeting at 5:25 pm.