



Minutes
Mayor's Council on Physical Fitness
October 9, 2013
4:00 PM
Abilene City Hall
Basement Conference Room

The Mayor's Council on Physical Fitness met on October 9, 2013, at 4:00pm, in the Basement Conference Room of City Hall, 555 Walnut Street, Abilene, Texas 79601. Chair Pam Lofton was present and presiding. Members present were Lindsay Edwards, Chuck Ruot, Kari Williams, Deonna Shake, and Vice Chair Kathy Owen, Mayor's Council on Physical Fitness members. Also present were Cindy Chitwood and Stan Smith, City of Abilene staff.

1. Call to order

Chair Lofton called the meeting to order at 4:03 PM after determining a quorum.

2. Minutes: Approval of Minutes of September 11, 2013 regular meeting

Ms. Shake made the **motion to approve the Minutes of the September 11, 2013 regular meeting**. Ms. Edwards seconded the motion; **motion carried**.

Ayes: Council Members Ruot, K. Williams, Chair Lofton, and Vice Chair Kathy Owen

Nays: None

3. Staff Liaison report

Ms. Chitwood, Staff Liaison, presented the following Staff Liaison report:

i. Promotional items order status

- T-shirts have been ordered
- Scheduled completion date was 10/8/13
- They should be shipped and received within a few days

ii. Review of Monthly Events Calendar

- No decision was made by the Mayor on dates for Abilene on the Move Day, nor the Mayor's Hike

- Until Mayor Archibald gives dates/approval, the above 2 events will be on hold
- Pros and cons were discussed on changing months for the events; it was agreed upon to keep both events in early fall

4. Discussion and possible action items:

i. Mayor's 5K

- Anita Vigil, City of Abilene Recreation Div., and Jim Bryan, Runner's Club Advisory Council, spoke about pros and cons of a new and improved 5K
- The idea of adding a 10K was pitched and accepted
- The idea changing venues was suggested; however, after the pros and cons were weighed, it was decided to keep the run a fast run downtown
- It was suggested to do a nighttime run, under the glow of the lights, and having in our hand-out bags glow sticks, bracelets, etc., possibly a Friday night

Mr. Ruot made the **motion to hold a nighttime run downtown, combining a 5K with a 10K**. Date if available: April 11, 2014, time and route to still be determined. Ms. Edwards seconded the motion; **motion carried**.

Ayes: Council Members Shake, K. Williams, Chair Lofton, and Vice Chair Kathy Owen

Nays: None

Ms. Vigil will work on securing the Civic Center that evening, as well as looking into downtown options to make it most appealing to runners and families.

ii. Request for Support

- a) Marathoning for Miracles: Kari Williams, a member of the Marathoning for Miracles Event Committee, spoke of the event and how it is a physical event, supporting physical fitness, as well as benefitting local children in our children's hospital. Volunteer options were discussed also, possibility of groups manning water stations along the route.

Ms. Shake made the **motion to support Marathoning for Miracles with a \$500 sponsorship amount**. Mr. Ruot seconded the motion; **motion carried**.

Ayes: Council Members Edwards, K. Williams, Chair Lofton, and Vice Chair Kathy Owen

Nays: None

- b) Abilene Youth Sports Authority: Jon Smith, the Executive Director, answered further questions about their scholarship program, continued from the MCPF's previous meeting.
 - a. He further discussed their website that assists families learn about organized sports, leagues, fitness, etc.
 - b. The website has links, logos; it assists in promoting their events and opportunities, camps and clinics

- c. A top-level sponsorship is \$125; depending on the sport, that can support 1-3 children in setting them up with the proper equipment and assisting with covering league fees

Mr. Ruot made the **motion to support the program by donating \$500 to sponsor children participating in organized sports.** Ms. Williams seconded the motion; **motion carried.**

Ayes: Council Members Edwards, Shake, Chair Lofton, and Vice Chair Kathy Owen

Nays: None

iii. Opportunity to Partner with Coca-Cola

- Distribution Manager Danny Trimmer, came to offer Coca-Cola's financial support, as well volunteer hours to the council
- They would like to partner with us because of what the council stands for and we know where many of the needs are
- They are interested in assisting the community throughout the year in supporting a healthy lifestyle by purchasing equipment that keeps people active
- Coca-Cola wants to tap into the city where it would be beneficial the most, afterschool activities, park equipment, within different areas of need
- The council mentioned how much we support organizations throughout the year with all of those previous mentioned intentions; however, there is minimal funding to the council
- If the council could partner with Coca-Cola and receive funds, MCPF could continue to do the leg-work of helping organizations in need
- The option to tap into Coca-Colas man-power in volunteer hours would also be a huge benefit to many organizations that we support
- Mr. Smith explained that the decision to accept/not accept offered funds would be up to the City Manager

iv. Funding Options

- Mr. Smith handed out the current "Guidelines for Sponsorship and the Purchase of Advertising from the Mayor's Council on Physical Fitness" to all the council members
- The current guidelines were created when MCPF had opportunities for businesses to advertise on our website
- Due to the website no longer being a separate entity, it is now linked in the city's website, it would no longer be an option to "sell advertising space"
- MCPF is not a corporation, we advise the City Manager, make recommendations for the city
- The city is not in a position to fund raise or have corporate partnerships
- MCPF needs to place it on next month's agenda to revise the policy on sponsorships
- We would be able to place sponsorships on our T-shirts, etc.

v. Opportunities for Active Living

- Beth Shelton discussed bringing mountain biking opportunities into the Abilene area
- She spear-headed the 3rd Annual Take a Kid Mountain Biking Day on Oct. 5th, and for next year, they are looking to broaden their focus with an Activity Festival and hosting the event in the spring
- They are looking to get involved in Trips for Kids, an organization that helps provide bikes, helmets, and other necessary safety gear for biking for children; and they actually take 6 biking trips/year
- Long-term goals: Beth would like to create a mountain bike racing organization here in Abilene, they need/want to build trails; and she has a vision of creating a water sports facility out at Lake Ft. Phantom; to partner with MCPF to assist in making these visions come to fruition

5. Set next meeting date

November 13, 2013, 4:00pm

6. Adjournment

Chair Lofton adjourned the meeting at 5:43 PM.