**Draft Meeting Minutes**

**Wednesday, July 9th, 2014, 3:30- 5:00 PM**

**Conference Room #306**

**Meeting Highlights:**

In attendance at the meeting:

Members:

Alexandra Ashbrook, Dr. Regina Davis, Dr. Djinge Lindsay, Melissa Musiker, Dr. Mary B. Tierney, Dr. Carla Williams

Attendees:

Amelia Peterson-Kosecki, Sajeed Popat, Sandra Schlicker, Tanisha Douglas, Janille Thompson, Valentine Breithbarth, Jennifer Dixon Cravens

The meeting was called to order by Amelia Peterson-Kosecki at 3:30pm.

In order to have a quorum eight original members from the list must be present. Only 6 members present so a quorum was not meet. The minutes were read from the previous meeting and not approved. The meeting was adjourned at 4:52pm.

**Meeting Summary:**

1. **Welcome, Introductions, and Confirmation of Quorum**
2. **Review of Meeting Agenda , Objectives and Goals**

DC Walks Strategy - discussed and proposed a plan to move major “DC Walks event to spring 2015. Agreed to move forward with social media campaign using Twitter, and/or Facebook to promote increased physical activity and “DC Walks”

1. **Old Items**
2. Review of goals, and objectives, and what is realistic and obtainable at this time for the “DC Walks” Initiative
3. Yoga tax – Some felt this was a missed opportunity to advise the Mayor and council on the long-term impact on how the Yoga Tax is counter productivity to the role of this council in economically stressed wards.
4. Possible Partnerships and Collaborations – The group consented to construct a letter to potential partnerships and have a meeting to discuss shared benefits of partnerships
5. Website/Social Media- Sajeed researched website guidelines and shared information. More information to follow regarding next steps. Confirmation that the DC Walks name secured, logo idea still in progress per 6/11/2014 meeting.
6. “DC Walks” – The group agreed to move forward with mini event and campaign in September and possibly partnership with Age-Friendly, Pedestrian Advisory Council, Sustainable DC and other shared goal organization to jump start our campaign
7. **New Items**
8. “DC Walks”. Goals:
   1. Encourage residents to increase physical activity by 30 minutes and document their steps with a walking journal or survey, walking competition , walk clubs, and pedometer
   2. Check with DC Parks and Recreation and possibly the National Park Service to coordinate signage campaign for various destinations to encourage and promote the habit of walking 30 minutes a day for all DC residents
9. Formation of Committees: 3 Committees where formed to ensure goals and objectives of the Mayor’s Council on Physical Fitness Health and Nutrition are successful.

**Fundraising –** Dr. Lindsey, Dr. Tierney, Sajeed Popat

**Partner Engagement**- Amelia Peterson-Kosecki, Alexandra Ashbrook, Janille Thompson, Dr. Tierney

**Social** **Media Campaign and Promotion-** Audrey Hipkins, Tanisha Douglas, Valentine Breitbarth, Dr. Davis (Social Media only) and **Monitoring and Evaluation** –Dr. Williams (Possibly to be part of the Campaign and Promotion Committee)

1. New Committee members will draft a list of next steps, in correspondence for July 28, 2014 check in conference call.
2. The group discussed utilizing Facebook, current DOH websites, and creating a Twitter handler
3. The group worked on rewording and finalizing goals and objectives so they are measurable and obtainable (increase awareness, health promotion, and promote the habit of 30 minutes of walking daily)
4. **Suggestions:**
   1. Encouraging members to view California Walk websites and utilize and improve on their walking tool box templates, and “Everyone Walks, and other Walking Apps. There are special apps that can be created just for walking; We can collaborate with Walking Tours in DC also: We also need a call in options for members that may not be able to attend
   2. Secure members from the National Park Service and other organizations that may have resources we need to enhance goals and objectives
   3. Establish Long-term Public Health Outcomes for Council- Decrease BMI, and promote screening, and other long-term Nutrition Achievement goals
   4. Partnership with Kaiser for grants , donations for “DC Walks”
   5. Make the “DC Walks” a family, office, and community event, everyone is participating and walking
   6. Foundation Center has grants available
   7. Create a fact sheet for an inexpensive walking incentive, and a fact sheet on “How to Form a Walking Group” , “Safe School Routes”, and walking groups for seniors, schools, wards, recreation centers, and allow groups to upload their walk online
   8. The need to establish baselines, so we can get feedback after the event, and decide what is the overall goal percentage increase we are looking for (10 %?)
   9. Secure Corporate funding, from Verizon Center and other corporate businesses
   10. Research Youth Risk Behavior, CDC, and other resources for proper guidelines for walking , check with Tracey Gardner for baseline data
5. **Assignments**
6. Sajeed Popat – Keep working on setting up website
7. Michael Evert and Janille Thompson: Submit suggestions for a logo for upcoming events and for the MCPFHN (from previous meeting)
8. Council Committees: Brainstorm, and meet by July 28th, with their next steps for their committees
9. Amelia Peterson-Kosecki: Arrange meeting to talk with potential partners
10. Everyone: Brainstorm ideas and activities for September Kick off , and Spring Walk Campaigns
11. Everyone: Brainstorm funding to help promote and finance event

VI. **Closing Thoughts**

Amelia – We must finalize the goals, agree on what activities we are going to do, and move forward with the “DC Walks” campaign

1. **Adjournment**

Meeting adjourned at 4:52pm.

Approved By:

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Dr. Joxel Garcia, Director DC Department of Health