



**Mayor's Commission on Well-being**

**MINUTES**

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**Mayor's Commission on Well-being**  
**Saturday, February 29, 2020**  
**12:30pm**

**Prescott Gateway Mall**  
**3250 Gateway Blvd**  
**PRESCOTT, ARIZONA**

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Minutes of the Mayor's Commission on Well-being held on 2.29.2020 in the Suite #168 at 3250 Gateway Blvd., Prescott, Arizona.

**1. CALL TO ORDER**

John Murphy called the meeting to order at 12:38pm

**2. ROLL CALL**

John Murphy-Chair  
Peg Travers- Co-Chair  
Jesse Burke- not present  
Kristy Everson  
Terri Farneti  
Cecelia Jernegan  
Vickie Johnston  
Lori Kennedy  
Mayor Pro Tem Orr  
Kelly Tolbert- staff liaison

**3. Strategic Planning**

Introductions- Bert Ijams from Meals on Wheels will be facilitating. Goals for today: create a mission statement; suggestion for the group to come up with at least 3 action steps in which each member focuses and make them measurable.

Broad scope of mission.

Define well-being. \*cards on wall

One word from members: balance, purpose, happiness, healthy, lively, energetic, vibrant, whole, connected, educated, significant, informed, determined, change, adaptable, flexible, open

Before talking about mission: What is the City of Prescott? Identify who lives here, what is Prescott?

Actions of this commission need to feed the mission, always. What is the face of this commission?

Cecelia asks if we're considering people who work in and visit Prescott? Discussion about who this commission will serve. Billie says it will serve the citizens. Lori asks if we should broaden it to the Quad cities area? John says that we will be able to include neighboring cities/towns by setting a positive

example for those entities. Bert suggests defining the citizens of Prescott. Kristy says it is those who live, work, learn and play here. All encompassing. Lori asks about people who contribute/live here part time, supporting the community via influencers. Vickie Johnston says people who breathe here. John Murphy

says well-being is a lifelong commitment; lifelong well-being so do not exclude young people because

they are the future of Prescott. Setting good principles for lifelong well-being is important. Cecilia says live, learn, work, play. Bert addresses Terri regarding the Yavapai County Health Department mission statement and vision. Every 5 years the county goes through the health assessment, very exhaustive effort that generates a plan. Similar to what we are doing here. Will provide leadership, information, and services that contribute to improving the health and well-being of Yavapai County residents. Why/what is a mission statement? Direction, our big goal, the "I bar sunk into bedrock". Bert addresses her personal mission statement. Lori remarks that the mission statement keeps the commission focused/ using the mission as a filter/grounding tool. Bert says we will need to incorporate live, learn, work, play into our mission statement.

Billie says we do so much with our tourists, this is our effort to do great things for the citizens. Our challenge is the vast scope of what makes communities healthy. Peg votes to incorporate the task force mission statement. John says engagement is paramount. Without it, things die. Feeling good-without that, you will have a hard time. Starts with hydration, healthy food. Kristy says it is relatable to the pyramid of needs. It is important to create an environment where people will understand demographics. Cecelia says the women's shelter had an event this past week and the commission has amazing resources available to them. One of those ladies' husband is terminal with cancer and did not know about the Marley House/hospice support. Informing and educating is important. Kristy brings up the Blue Zones and connectivity and getting the word out. John says adding education, and encouragement to engagement. Lori says motivation is key and needs to be addressed. Kristy says her & her husband recently started a vegetarian lifestyle and how it was a huge learning curve. Vickie says we need to connect people with resources. Bonnie says we talked about analyzing what all is available in the community. Lori says that is our action step. John gives examples of how this could look. Peg says there are opportunities for us to communicate effectively and connect the public with well-being opportunities that are available.

Cecilia says Guy Rogenson (Signals) does a good job of this for free. Cecelia mentions coming out with print material for people who do not have access to web based materials. Bert says many who participate in various groups struggle with not having a central line of communication. Bert adds "motivate" to the word pool. When we get to setting goals, we will discuss how things will fulfill the mission. Terri says that she uses My Sidewalk, and answers no to Billie's question about if other groups will feel upset about what we're doing/ stepping on toes. John says there are so many good organizations and suggests creating a desire for organizations to be involved with the commission. Terri says launching a campaign for themed months challenging organizations to be involved would be impactful. Kristy suggests a link to a website outlining a database of what is available. Billie says we can bring in John Heiney (Community Outreach ) to do that. Cecelia says she gets frustrated looking for information online. Bert asks about anyone knowing about Arizona 511. Dial and go to website. Resources are divided by groups. Bert asks does this group want to be a conduit for information? Lori says this task will be huge and time consuming. Her suggestion is to focus on one month doing a themed component, like mental health, after one year data and partners will come naturally. John says he likes having monthly themes and is a great idea. Maybe we can get the community to engage and measure that with a survey/quiz. Bonnie mentions Team Launch Pad, and their idea of creating a passport for incentives. Having a passport for citizens to fill them as incentive for going to different events and completing it for a tangible prize. Cecilia says the Pat Tillman race has an incentivizing medal. Kristy brings up that there are no refillable water stations. Billie likes the monthly themes idea. She says the commission needs to come out with a splash. Saying that to her, wellness is water, walking, and weight. Peg says defining the mission is important. John says we are looking to be a well-being movement. Terri says there is a video on mental health that exemplifies this. Kristy mentions that the Chamber of Commerce lists businesses in the community on their website. Terri reads a mission statement suggestion. Group gives input. To engage the citizens who live, work, learn and play in Prescott with

information, motivation, and resources for lifelong well-being. Bert says for now we will be on a consensus basis instead of majority rule. Our mission is to engage the citizens who live, learn, work and play in Prescott in the lifelong pursuit of well-being through communication, motivation, and action. Cecelia comments that engagement is key, just like social media. Peg suggests action items. Bert asks who has not heard the term "quality of life"? And does that mean that different things to different people? And everyone needs to be clear as to what well-being means. Peg says well-being is subjective to each individual. Group agrees. Bert says often times a measurable is "improved quality of life" and that is not a good one to have. Peg says that everyone will need to identify their idea of well-being and then connect them with items that will benefit them. John says giving people the tools to well-being. Vickie says because everyone is different our needs are different. Bert suggests ideas for ways to make the mission happen. Peg says she likes the monthly activity/ setting up for success and not failure or become overwhelmed; do things well. John asks about themes versus monthly activities. Peg is nervous about committing to monthly tasks right away. Cecelia says there are many events happening regularly and specifically the YCCA Home Show or the Farmer's Market as a way to reach large numbers versus hosting a stand alone event.

Peg says John, Billie & her have been discussing hydration and how important it is especially in our area. Terri says in Arizona we are all generally running a quart low on water. John says even before coffee it is recommended to have 8oz of water. Peg says now it is more like 32oz.

Activities and areas of focus:

Walking and water- John says they go hand in hand. Kristy says to put water into the mission statement. Vickie says World Vision is doing a 5K locally in May to raise money for wells. Cecilia says the money they raise goes to Africa rather than staying locally. Terri says when she worked for Marriott they did a pink t-shirt campaign to kick off their campaign/commission. Peg says she feels very strongly that hydration should stand alone. People are having medical issues due to dehydration. Lori says she feels each issue should stand alone to be more impactful. Kristy asks about how actions should be addressed. Bert says we're on track with what has been discussed. She recommends picking events, then discussing it pertaining to each event. Billie says she likes walk and water together. Terri asks about what area for walking? Cecelia mentions the mall for a kickoff event. Kristy suggests having an isolated event, like yoga and incorporating water education. Terri says there used to be a Tai Chi class on the square. John says he agrees with Peg about hydration being so important but is it big enough to create a splash for a kick off? Walking compliments hydration as the action part. John asks what about a water walk event. Kristy says we combine activity with education like a 5K and have a booth about hydration. About rolling out the mission- Lori says it needs to be stand alone rather than partnering with other events. Billie brings up how everyone is connected, inviting community partnerships to be involved. Kristy mentions the mentoring symposium and being connected and suggests taking the first year to plan the kick off. Cecelia mentions Bert facilitating for the Farmer's Market and that they did a survey & the possibility of doing that for the well-being commission. John says surveys are valuable. 4/10 people are morbidly obese and 60% are obese. Diet is integral to well-being so partnering with the Farmer's Market would be good. Peg thinks a roadblock to the effort is lack of budget and it needs to be addressed. Cecelia says Prop 443 did not have a budget. Vickie says the medical industry should be funding this effort and that she can likely get refillable water bottles donated. Bert asks where do we want to go at this time/ checking in.

She feels like the kick off event is a consensus among the group. Suggests a letter introducing the commission going out to all medical professionals and non-profits with an invitation to join us in our work. Include support from dollars and volunteer hours (eventually). John says discussion among medical professionals has been exciting but they need to understand what the commission does. Bert wants to know if there is a way to get in front of medical professionals in a group. Kristy brings up Granite Creek and that we aren't defining well-being very well to define how we move forward Bringing

people and money asks too early can be detrimental. Lori says we have: 1) messaging and 2) programming around messaging. What is it going to attach to?

Connect and commit to another date for strategic planning? There is so much meat that we should not be in a rush. Terri mentions that we have a big time commitment already with bimonthly meetings for 3 hours a month minimum. Peg has been taking notes and says we need to better define what we're doing via a logo. Reference to Gallup poll elements- physical, social, financial, community and purpose. Lori says we need to incorporate actions focusing on each principle. Billie refers to the case study in the Gallup Poll. Group discussion about how to move forward. The recommendation is to take the 5 components from Gallup and come up with an actionable item for each.

Physical is the easiest and first. Financial is the most difficult. Could go 2 ways, do events individually or do all events with each of the 5 components in mind. Terri says to have one event with the focus to be these 5 things. Kristy says to incorporate financial with nutrition via educating people how to shop. Terri says that the University of Arizona already does this locally. Vickie likes Kristy's idea of dividing up into smaller groups and coming up with more ideas. Peg suggests the components be incorporated into each event. Bert says everything we do will need to incorporate these principles. John says events can be draining and getting the community hyped is important. Bert asks if there has been a decision if the components will be incorporated into each event. Cecelia says it will take at least 9 months to adequately plan an event. Peg brings up our meeting schedule and asks is it accurate. Bert says she can feel the group's energy waning; direction is to look at 3 opportunities/initiatives/events and then possibly break up into smaller groups to accomplish them. Bert asks is there anything mission? Areas of focus/activities?

Kristy suggests facilitating outdoor physical classes- and asks should it be a stand alone activity? This will be the task of each smaller group, determining how these will be implemented. How do we reach people? Who is our audience? 30% of Prescott residents are 65 and older. Group review of approaches. Create activities and include the principles from the Gallup poll into each and everyone. Lori suggests calling action items "initiatives" and reviewing each item to make sure each element is being included. John says we need to survey the community. Lori suggests we pick the three action items- survey and letters to citizens & businesses. Each one needs to be defined with a purpose. Letters, surveys, events. And pillars. The letter will do this and become our talking points. Billie suggests everyone reread the Gallup Survey. Lori suggests incorporating the history of the survey in the letter. Bert says we need a vision.

Peg suggests an ad hoc group to meet before next Wednesday's meeting.

Group agrees that Prescott will be Arizona's city of well-being.

Group wants to determine a vision statement. Lori presents an article on longevity from Parade magazine on the Blue Zones. Cecelia says to keep the vision simple. Create opportunities for citizens. Prescott will be the premier city for well-being in the Southwest? Discussion about do people know what well-being means? John asks should we say wellness instead of well-being? Cecelia says we will have to do a lot of educating. Giddy -up and get on board- Bert's slogan. Everyone likes this tagline for an event or specific campaign. Cecilia says she is planning to review the Gallup poll before Wednesday's meeting. Bert suggests discussing the letters and we have two communications. Letter of introduction to the citizens and a letter to potential partners- businesses, medical/hospital, service groups, non-profits, churches, school districts, higher education/colleges. What are the bullet points to be included?

Who  
What  
When  
Why

How  
Mission  
Vision  
Pillars  
Call to action- invitation to commission, invitation to survey  
Discussion about Blue Zones  
Cecelia comments about a future logo design (from John's slide show)

What do we want the letter to do? Create a buzz, raise money, amplify our message, introduce mission, create awareness

Measurability- is the group willing to participate? Need a call to response.

Billie suggests including a link to the survey.

Community Health Improvement Partnership- Terri

In their assessment, Bert recommends senior suicide as a topic. Social isolation, and when doing the survey to make appointments with the key players to see who the commission will serve. Cecelia speaks about her experience when first moving here and not knowing about the poverty numbers.

Terri says in late November there is an event by Connecting Communities Symposium

March 25- 1.5hr lunch at Embry Riddle at the hangar \$15 online sign up at AZ Town Hall noon-1:30pm  
Building Strong Families

Measuring success- have citizens involved; testimonials

Peg says we need to identify resources available to us. Need funding for promotions. Discussion about bringing John Heiney on board for communication efforts. Lori suggests having communication as an independent topic.

John brings up hope in regard to mental health, physical health and as a motivator. In addition to mission & vision, maybe talk about brand. Brand is a promise we make to our constituency- example- Coca-Cola's is Joy.

If we want to follow up with another strategic planning meeting John is tasked letting Darla and Bert know. We are an ad hoc committee; mayor agreed to this. Billie thinks PED committee- will be like that with standing room only at meetings. Cecelia says that well-being is a hot topic. Vickie has classes every Saturday 10. My Sidewalk on YCCHS Yavapai.us/chs choose working toward healthier communities.

#### 4. ADJOURNMENT

There being no further business to discuss John Murphy adjourned the meeting at 4:25pm.

  
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<NAME>, <TITLE>

ATTEST:

  
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<NAME> <TITLE>