



Mayor's Commission on Well-Being
MINUTES

Mayor's Commission on Well-Being
City Council Chambers Virtual Meeting
Wednesday, May 27, 2020
3:30pm

201 S. Cortez
PRESCOTT, ARIZONA
928.777.1100

Minutes of the Mayor's Commission on Well-Being held on Wednesday, May 27, 2020 virtually from City Council Chambers at 201 S. Cortez Prescott, Arizona.

1. **CALL TO ORDER**
John Murphy, Chair, called to order at 3:39pm

2. **ROLL CALL**
John Murphy
Peg Travers
Jesse Burke-not present
Kristy Everson-Zoom
Terri Farneti
Cecelia Jernegan-Zoom
Vickie Johnston
Lori Kennedy-not present
Bonnie McMinn
Council Liaison, Mayor Pro Tem Orr
Staff Liaison, Kelly Tolbert

3. **Motion to Approve Minutes from May 13, 2020**
Peg motioned
Bonnie seconded
All approved

4. **Public Comments-**
None

5. **Survey**
Test version of the survey was distributed, discussion to add the smoking and vaping question which should be #14 and question #15 the open ended one inviting respondents to feel free to share ideas. Peg asks if there are any changes needing to be made besides the two typos in questions #3 & #6.
Peg motions for the survey to be accepted with the understanding of corrections.

Cecelia Seconds
All in favor

Roll out of survey- Kelly comments that John Heiney seems to have a distribution list in mind. Bonnie asks how folks without email can respond. Not everyone has email access; suggestion to include in water bill.

John M suggests seeing how the first 2200 respondents goes and then see. Bonnie explains how the water bill version could work.

Could be rolled out in phases. John H. with the first phase, second phase gets mailed. John M. likes that we have a good start with 2200. Terri says the Chamber of Commerce should have a good list. Do we need them to be Prescott citizens? Peg says we should attempt to reach as many as possible. Billie says she receives her bill by both mail and email. The library has a lot of visitors. Bonnie says we could even have a kiosk. Cecelia suggests getting on other business' lists. Bonnie says we need different modes of distribution and social media is not always the best, especially due to privacy issues. John M. asks about doing a mailer and the group responds with the fact that would be expensive. Peg says the goal is to get the most respondents and then evaluate that data with goals.

For example, launch in June and set a goal that by September to capture as many people as possible. Bonnie asks what our expectations are. Terri mentions PSA's are free. Bonnie states that volume is key. Billie says that we need the website live before we can proceed and that the webmaster just received the content. John M says a soft launch could be through the Tourism Office- Ann Steward.

Kristy likes the flow of the survey and that it is taken fairly quickly. Billie likes the format. Peg asks if the results are quantifiable. John M says that after we collect data, we can target via a letter to each group of respondents. Terri says we can publish the results. Peg asks about adding a statement the responses are anonymous.

Female member of the public joins the meeting.

Peg says we have the survey, need to plan for the roll out. John M says to rally the businesses to get on board; Terri says to launch at a Chamber Mixer. Everyone agrees. Vickie suggests using the mall. Billie says by August we should be ready. John says before this, get a notice out to business leaders, Bonnie adds civic groups, and reaching others that are not members of the Chamber of Commerce. Billie says the survey needs a small marketing group. Bonnie volunteers her help, Vickie, Billie and John M all volunteer theirs.

6. Tree of Well-being logo

Not all members like the logo; discussion about incorporating the lakes, Dells, Thumb Butte. Comment from public- where are the rest of the community members in the logo being represented? Peg explains that the tree is the tree of well-being and the people came later. Kristy says the people do not look like people. Billie says it needs to have children added. Peg says to eliminate Well-being Tree verbiage and put Prescott, AZ. John says we can try to incorporate the iconic scenery known to Prescott. Comments from the public. Opinions are noted. John likes this version. We have a couple of options moving forward. Peg says to come back with ideas for the logo.

7. Review of pillars and website

Do we think we can gear the website away from COVID-19? Billie isn't sure it's what we want to concentrate on and Peg agrees. John says we don't need our own resource guide. Terri says there are great resources already out there. Billie says it doesn't follow our mission. Kristy shows a rendition of the logo with the pillars at the top.

Peg asks if we're abandoning the Resource Guide on the website and if we can move forward.

Peg motions to eliminate the resource guide and implement links to resources.

Terri seconds.

All agree.

Billie comments none of the work will be wasted. John likes that it will alleviate a lot of pressure and Peg says it's much more efficient to list links for resources.

8. Community Outreach

Discuss in-person survey options.

Billie says there should be a small group to lead this effort. The mall would be a good starting point for in-person surveying and Watson Lake.

Events held on the Courthouse Plaza are difficult because it is owned by the County. John suggests someone utilizing an iPad and Kristy brings up that a touch system may not be the best idea in light of COVID-19.

Bonnie says we need to identify a target audience and figure out how to logistically accomplish this via a public gathering. Terri says we do not know right now when this would be safe.

Bonnie like launching it to the business community. John says the survey will stay virtual for now, with the possibility of some hard copies being distributed at the library. Billie thinks by the end of August we should be able to have a nice event. Bonnie says with the budget cuts it will be difficult. John says with our big mission we need to engage folks.

Peg motions to table the Community Outreach to when we have our final logo.

Vickie seconds.

All in favor

9. Prescott Living content and photographs

Reminder for everyone to get their photos taken for the website and bios.

The article has been submitted, content essentially taken from the 5/13/2020 meeting and waiting on the proof to be received. Billie will email to me to distribute.

10. YRMC- Celebrate Life Health Expo

This event has been cancelled

11. Future Agenda Items

Fall Launch event

Prescott Living-Recreation, Back to School & Education

Well-being "wisdom" series/podcast

Next meetings Wednesday, June 10 at 3:30pm

12. ADJOURNMENT

There being no further business to discuss John Murphy adjourned the meeting at 4:40pm.



John Murphy, Chair

M Travers Chair

ATTEST:


Kelly Tolbert, Staff Liaison