



**Mayor's Commission on Well-Being**  
**MINUTES**

**Mayor's Commission on Well-Being**  
**City Council Chambers**  
**Wednesday, June 24 , 2020**  
**3:30pm**

**201 S. Cortez**  
**PRESCOTT, ARIZONA**  
**928.777.1100**

Minutes of the Mayor's Commission on Well-Being held on Wednesday, June 10, 2020 from City Council Chambers at 201 S. Cortez Prescott, Arizona.

**1. CALL TO ORDER**

John Murphy, Chair, called to order at 3:38pm

**2. ROLL CALL**

John Murphy  
Peg Travers  
Kristy Everson  
Terri Farneti  
Cecelia Jernegan-not present  
Vickie Johnston  
Lori Kennedy-not present  
Bonnie McMinn-on call  
Council Liaison, Mayor Pro Tem Orr  
Staff Liaison, Kelly Tolbert

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**3. Motion to Approve Minutes from June 10, 2020**

Peg Travers motioned  
Kristy Everson seconded  
All approved

**4. Logo-**

John M. comments that the logo is collaborative and thanks to all the helpers. Comments from everyone: Billie loves it; great brand; soft & gets message across; loves the children. Peg agrees. John says there is a learning lesson in our process & it is important to be methodical. He is very proud of it and believes it will impress our community. Peg says a good logo articulates the message. John says we are doing this for the citizens and we have four of them on the logo. He mentions a city in New Jersey that has a well-being commission. Kristy says the red Thumb Butte helps with the hometown feel. Discussion on various logo files.  
Peg motions to approve this as the final version of the logo  
Kristy seconds

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All in favor

#### 5. **Survey & Distribution**

Billie says we're ready to distribute. Peg says the survey has been discussed, reviewed, and minor grammatical changes made. Action item is to add the logo. Terri asks if we received her suggested changes for the "frequency of activity" question. Peg says yes, and some of the language in order to be standardized and more consistent. Ann explained how answers can be quantified therefore identifying the needs of the community which will be provided in percentages and ratios. Peg says the results are worth the effort. The idea is to send to the 5,000 contacts through Tourism Office and expect about 1,800 responses. Then the audience can be expanded.

Motion to approve Survey after one last look

Vickie motions

Kristy seconds

All in favor

#### 6. **Website**

John asks are we ready to launch or is there more work to be done. Peg says the spotlights are our story, news & events, survey- and these need to be populated. John H. said he will have a press release ready on target date June 29. It will include a link for the survey, and two articles, no events yet. Discussion about spotlights and what else is needed. Kristy asks if we can preview a test version. John asks how this needs to move forward. John H. needs the logo, will add it to the survey, then the website, followed by the news release. Terri asks if the Prescott Living articles will be linked to the website. Vickie offers to have the paper form of the survey in her retail store at the mall. John says if they can utilize iPads then the data will be entered immediately. Terri mentions having a link to it on the library computers' welcome page. Kristy suggests ways to administer in-person surveys. John offers to help as well. Kristy says she has access to iPads. The group agrees to have the iPads. Peg says sending the survey to the first 5,000 will identify any issues with the survey. Discussion about who to distribute, suggestion to test with City employees. Website should be approved next meeting.

#### 7. **Fall Launch event**

Kristy has researched local businesses and opportunities. She suggests dividing up locations and inviting businesses to "man" the locations as part of the passport initiative. Passport would be fun. John M. asks how we go about bringing it to fruition. Kristy says pick dates, locations, and then discuss with businesses to see if they will staff the locations. The stores could advertise it in their retail locations. John asks what about a themed "well-being passport" and is there a reward? John brings up the idea of a Chamber mixer. Kristy says that would be easy. Peg explains that there are events, but the passport would be different; maybe that is for later. Terri says it would take a lot of coordinating. Peg says to hold on to the passport idea. John says at event we participate in, we promote the survey. Terri asks if there are active Chamber events happening. Vickie says they are all cancelled at this time. Peg says there are upcoming events such as Hope Fest, and pickle ball are both still on for now. Kristy asks if there is a timeline for conducting the survey. John says he thinks it will be ongoing. Kristy asks how we will measure improvement among respondents.

Bonnie suggests incorporating the 5 branches into the passport, come up with ideas and pursue it down the road. Kristy asks about having multiple events; have a theme for the day or month. Rewarding folks to participate or incentivize them. Peg asks Terri about health and well-being; going to the doctor. Asking how folks take responsibility for their health. Terri says that is the YRMC's event's role. Vickie says it's easy to get people to those events, but the passport allows for their efforts to be ongoing. Merchandise is easy enough to get. In terms of goals from the physical piece, having a team run the next marathon. The survey is all about motivation. John M. suggests there's a need to have them remain engaged. Peg reminds us the survey was designed to check in with the community regarding well-being needs. Are we straying from our original goal? John says there's no downside to leaving it up; no reason to set an end time. Discussion on ending the survey collections. Vickie says keep the survey as the first step for anything. Peg says taking the pulse, identify needs, and then plan. Identify strengths and weaknesses. We may get information to direct us in a different direction. John M. says the data collection should be a quantity rather than a date. Terri suggests evaluating the data every other month. John says the fall/spring events should focus on the survey. Vickie says Sept 18-Nov 1 is the Mortimer Farm Festival. Peg says its ok if respondents are not residents because they live, work, play here. Peg says Prescott was either #6 or #7 "to be" in the state. John M. says we are discussing tagging onto other events. Group agrees. Look to plan more in depth for 2021. Kristy says they've done 2 virtual 5K's during Stay Home, Stay Healthy initiative. John says we need to start thinking about our own event. Terri asks where we should conduct it. Vickie suggests the mall. The calendar fills quickly. Kristy suggests picking a date or value, we cut our part off and continue to evaluate. Terri says it's cumulative. Vickie says its first step to getting them to take the survey. Need for volunteers to staff the events. Discussion about meeting frequency.

8. Well-being "wisdom" series/podcast

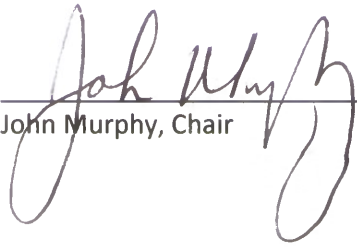
John says he would like to nominate his doctor who did his knee replacement surgery. John is taking the lead on this and will put together the tools needed to make it happen. For next meeting we will have a format. Providing a platform and being able to engage our audience. Kristy says we could have limited ones to begin and expand them later. They could be organized on our site by branches. Bonnie likes it for the passport (financial branch). Vickie volunteers to assist John with the proposal for the next meeting. Podcast will be broadcast medium for us to share the best well-being practices. Peg suggests the Mayor as the first guest.

9. Future Agenda Items

Survey & Distribution  
Website  
Future events  
Well-being podcast  
Next meetings Wednesday, June 24 at 3:30pm

**10. ADJOURNMENT**

There being no further business to discuss John Murphy adjourned the meeting at 4:55pm.

  
John Murphy, Chair

ATTEST:

  
Kelly Tolbert, Staff Liaison