



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

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**Mayor's Commission on Well-Being Meeting**  
**Wednesday, September 2, 2020**  
**3:30pm**

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

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Minutes of the Mayor's Commission on Well-Being held on September 2, 2020 at 201 S. Cortez Prescott, Arizona.

**1. CALL TO ORDER**

John Murphy called the meeting to order at 3:39pm.

**2. ROLL CALL**

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

**3. Regular Agenda**

**A. Approval of August 19, 2020 minutes**

Motion to approve- Peg Travers  
Seconded- Rita Kavanaugh

**4. Medical Advisor**

Dr. Sam Downing has accepted our invite to consult, providing medical insights and advice; he remains open to expand capacity.

**5. Survey**

Peg asks if everyone received comments for review. Peg will work with Ann Steward to get the 1 month worth of data collection for review by the next meeting. Peg would like to meet in the next month to form a report and send out for review. Billie asks if anyone has comments about the survey comments. John liked reading them and getting Dr. Downing on board was a result of those. Some comments reflect COVID times. The survey is to get a feel and some are adversarial. Billie comments

that Peg did a nice job with the letter. Cecelia agrees with John, adds that it has been a difficult year; people are struggling and having tough times, she is honestly surprised there weren't more negative responses and we should keep moving forward. Kristy noticed a lot of trail and outdoor comments already being addressed by the City.

Billie said forty paper surveys have been received from Meals on Wheels, many with complimentary comments.

Rita says the most important thing is to take each comment seriously and remain neutral, add COVID info to website, and by adding credibility to the Commission and take action on each one.

Cecelia asks Terri about a COVID vaccine and could we include that info on our website. Terri says yes, once its official.

Distribution- Billie says it's very expensive to send the survey via brochure in utility billing. John Heiney suggested doing a rack card encouraging folks to take the survey.

Discussion to include on the rack card: logo, mission, vision, website and survey; remove Commission member info.

John is trying to get OLLI members to complete the survey.

More discussion on Meals on Wheels and the comments received from them.

Peg spoke with Carol Chamberlain and she suggested we work with other non-profits (Boys and Girls Club, Meals on Wheels, Yavapai Big Brothers Big Sisters, etc.) to send the survey.

Billie mentions the article for Prescott Living Magazine. She reached out to the Prescott Farmer's Market and Big Brothers Big Sisters. Kristy says Prescott College sent it out.

## **6. Website review**

Peg reviews action items from last meeting. Cecelia likes the website, she says government sites can be difficult to find things but this one came out nicely. Peg says we need to be critically analyzing it. Kristy suggests adding more mom's groups, commenting that most links are geared toward seniors, and also add resources for child abuse.

Peg asks if there is anything that needs to be changed. Terri suggests removing Team Yavapai as it's redundant. The group decides that the website is "a work in progress".

Billie mentions that she would like to see more Facebook presence.

There are 869 survey results received at this time.

Discussion about forming a group to formulate content for Facebook posts.

Cecelia suggests looking into getting an intern from a local college to assist.

Billie says we can also send links and the survey each in a weekly post to help boost posting frequency.

Action item is to plan a social media strategy for John Heiney.

## **7. PowerPoint presentation**

John thanks Rita and Peg for their help with the PowerPoint. The updated version features the mission & vision statements, history of the Commission, and the branches of Well-being. There is a comment about a previous decision to keep the branches in branding order remaining consistent with the logo. The Gallup poll had Prescott ranking #9 out of 186 communities for well-being. What is next? Podcast to amplify the message of experts in the community on each of the branch topics. Peg suggests that the issue with the frequency of meetings is that accomplishing tasks feels rushed. Rita iterates this PowerPoint is meant to introduce the Commission, addressing: who, what, when, why and how. There can be a follow up version highlighting the data collected from the survey

Billie would like to help work on the partnerships slide.  
Cecelia makes a motion to change the meeting schedule to the first Wednesday of each month  
Rita and Terri second.  
All approved.

Terri offers to help with the social media content.

## **8. Podcast**

Kristy reviews the document in Google docs addressing the overall mission statement and the “why”. Need to pick a catchy, memorable, searchable name. Keywords are important. It is recommended to have a branded intro that is the same for each episode.  
John says that one benefit to podcasts is using micro-snippets for social media and vlogs.  
Discussion on having a transcript.  
Discussion on proper length- general rule is it depends on how often and the messaging- “as long as it needs to be without being any longer”.  
Frequency determines online presence.  
Billie says Prescott Media Center (PMC) will be absorbed by the City and that equipment may be able to be utilized for recording.  
John H. will be the contact for PMC equipment.  
There are suggestions to recommend microphone techniques to guests.  
Discussion on branding and recruiting Cadu’s help. Cecelia says there are other locals hosting podcasts like Lynne McMaster with Copper State News.  
Collaboration and sharing podcast content is advised.  
John asks are we restricting ourselves to only locals on the podcasts and maybe we make them a priority.  
Kristy will put the Google document into a pdf format to be distributed.  
Peg asks if businesses could be asked to sponsor the podcast, such as YRMC, Dr. Askari, Jay’s Bird Barn, Olsen’s Grain.

Rita suggests as a future agenda item the need to develop a budget, showing potential sponsorships. Discussion on becoming a 501-c3.

Kristy makes a motion to name the podcast officially “Prescott Well-being Wisdom Podcast”.  
Cecelia seconded.  
All approved.

Terri says she will tackle the rack card.  
Peg makes a motion to slim down the content from the brochure to a rack card.  
Rita seconded.  
All approved.

## **9. Future Agenda Items**

- Survey & distribution**
- Website**
- PowerPoint presentation**
- Well-being “wisdom” series/podcast**
- Rack card**
- Budget/sponsorships**

**10. Public Comment**

*Members of public may comment on items NOT on the posted agenda, and are limited to three (3) minutes. Please complete a comment card and return it to City staff, speakers will be called in the order received*

**11. ADJOURNMENT**

There being no further business to discuss John Murphy adjourned the meeting at 4:59pm.

  
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John Murphy, Chair

ATTEST:   
Kelly Tolbert, Staff Liaison