



Healthy Lombard Meeting

November 5, 2015 – Minutes

Welcome & Overview 19 present

Introduction of Board Members/Officers (Jay)

Approval of Minutes from August 2015 (Christine) George motioned Dan seconded

Updates

New Faces (Jay) Christa Gifford from G87 wellness committee; Joe McCan director of recreation; Lyndsey Burke and Erin Falbo, new representatives from Yorktown

Flat Apple: Feedback & Final Comments (George Sky & Carl); more participation, obstacle course, measurable results tour de apple partnered with Leneeto cycle and timed children two times so they could see their improvement between times; invited partners to participate and bring it to the next level; Carl encouraged participation from the sponsors but need more people to help out on day of events; Cycle shop checked every child's bicycle to ensure they are safe; next year the cycle shop will work with vendor to get helmets for all the children to wear when they are riding bikes at the event; explained Flat Apple; this year an increased focus on; averaged 20-40 people with tour de apple drawing least amount of people but having most potential for future: national night out obstacle course, sky center open house and dash on ash with church of Lombard; inform us if the partners have a summer event that might dovetail with Flat Apple; Chicago tv campaign also used Hot Spots

Health Local – Do you have videos to submit? (Jay) broadcast 26 times a month; Jay encouraged partners to inform her about information (relating to cooking exercise, etc) that could be included in program; partners could be part of show for about 5-6 minutes; people who visit site have left positive comments, average about 3500 hits a month; perk of partnership is link on the web and visitors can directly access partner sites; Jay encouraged partners list their events on the calendar; can list events that are going on in other communities that our partners are involved in or sponsoring; focus of calendar is to encourage our Lombard people to get moving; Facebook and tweets mentioning HL

Web site – Over 1.5 Million hits & please like us on Facebook & share our Tweets (Tom) thanks to Joanne for retweeting/liking

Apple Crunch Day (Jay) D44 children participated ; Jewel sponsored event and gave out coupons for free apples;

New Business

Menu at Maxfield's (George Miller); Lea dietician from Revolution; insert passed out and eventually menu will have information relating to items that are healthier; on website there will be more detailed information relating to the definition of healthier items; has HL logo on it; suggestion to put Maxfields on top of the diet; based on some university reviews of healthier options, under certain number of calories, lower in fat, reduced sodium, portion size; idea of listing local restaurant with healthier eating options; question relating to a list of calories for the meals but at this time restaurant does not have a complete listing;

JAM Day in January (Stephanie) Just a Minute of Movement is not occurring this year

WHS Playground Dedication (Dan) Dan displayed the thank you poster award from the students; Dan encouraged partners to visit the playground and acknowledged the hard work of all the people involved in the project

Fund Raiser in January (Jennifer & George Miller) First year organization did not have to cover majority of costs due to success of Fitness Fair; Jennifer and George introduced shoe fundraiser , collecting about 7500 pairs of shoes; looking for assistance with a committee to determine where collection sites will be and where shoes can be stored; if encourage students to donate shoes that are in the lockers at end of school year, at beginning of school year or in January; fundraiser organization had indicated only two groups in Chicago area had participated; start project in March or April as part of spring cleaning; some discussion about what type of bags, collection; Yorktown representatives and Nancy offered to check out a site that might be able to hold the majority of shoes collected; signage to connect fundraiser with HL donated by graphic artist from librarian; George reviewed

Schools for G.Y.M. Bags (Christine) 2-3 students from each 2nd grade class brings the bag home to encourage journaling well as movement; about 80 bags (costs about 25 a bag); Joanne asked about size of bag to add information on healthy eating and movement; sheets in three ring binders will be put in plastic with help of D44

Volunteer Hours (Dan) asked volunteers to send information regarding their hours since July to help when applying for grants and to follow guidelines for 501c3

Fitness February – Yorktown Date – February 27, 2016

Financial Info. (Jay & Bernie)

Fair Sponsor(s) – Yorktown Mall Representative variety of options for financial sponsorship to promote the fair

Other Sponsors (Stage, Kids' Kontests, Health Heroes)

Table Fees – unless on-stage

Logistics

Raffle Format – (Jay)

Stage Performances (Stephanie)

Tables & Chairs and transportation (Carl & Jay)

Prizes (Jay)

Volunteers Needed for PR /etc.* (mtg. in Jan. TBA)

Partner Membership (Dan)

Included with \$100 table donation or services

Separate w/o table

Benefits

Web links and postings

Window Clings (Jenn)

30 Second Share

Meeting Schedule

(August, November, February, May)

Next Meeting in February – 1st Friday –February 5, 2016