



CHILDHOOD OBESITY PREVENTION TASK FORCE

EAT SMART GET MOVING



CHILDHOOD OBESITY PREVENTION TASKFORCE (COPTF) MEETING MINUTES April 22, 2015, 5:30 P.M. – 7:00 P.M. SAN PABLO COMMUNITY CENTER

PRESENT

Lucy Alfaro (Co-Chair) - Parent, West County Regional Group, First Five
Mariela Cuellar – Parent, West County Regional Group, First Five
Greg Dwyer - Community Services Manager, City of San Pablo
Tomas Espinoza - Parent, West County Regional Group, First Five
Petronila Fernandes - Parent, West County Regional Group, First Five
Soledad Garcia - Parent, West County Regional Group, First Five
Aja Green - Parent, West County Regional Group, First Five
Melody Ocampo- Recreation Supervisor, City of San Pablo
Tony Ramirez (Chair) - Teacher, Dover Elementary School
Coire Reilly – Community Wellness & Prevention Program Manager, Contra Costa Health Services
Gaby Rivas-Community Liaison, First Five Contra Costa
Bertha Romo– Youth Services Program Coordinator, City of San Pablo
Jan Schilling- Executive Director, Weigh of Life
Sophia Talbot – Nutritionist, Community Services Bureau
Emily Warming – Director, Healthy and Active Before 5
Adriana Vazquez- Parent, West County Regional Group
Karel Villalobos - Parent, West County Regional Group

WELCOME AND INTRODUCTIONS

Meeting was called to order at 5:42 p.m. Individuals introduced themselves.

PUBLIC COMMENT

No public comment.

APPROVAL OF THE MINUTES

Consensus to approve 2/26/15 minutes, with amendment to add Rhea Laughlin to the attendance.

REVIEW OF PROPOSAL PROCESS

a) Proposals, Categories, and Ranking Results: Melody Ocampo shared the results of the proposal process for COPTF funding. Applications were scored by the panel and the top six scoring applications were selected for funding. Additionally the existing classes: Ballet, Tap, Karate, and Capoeira will be offered at the discounted rate. The majority of classes will begin in May. A flyer with class schedules was shared with members.

OVERVIEW OF FUNDING ALLOCATION

a) Funding Awards: Melody Ocampo also shared the funding allocation for programs: Programming in the Park- \$17,500, Swimming Classes- \$10,000, Running Program- \$7,500 and Cooking/Nutrition Classes- \$5,000. The programs that will be offered are a Running Program at Davis Park, Nature Walk, Family Cooking Classes, Swimming Classes, Diving, Water Polo, Gardening for Kids, Fitness Unlimited, Basketball, Soccer, Track and Field, Baseball, Zumba Kids, Zumba Kids Junior, and Zumba Teens.

b) Funding Balance: The projected expenditure for programs, marketing and park improvements was \$45,325, 91% of the total funding allocation. The remaining balance is projected at approximately \$4,675. Staff will report on actual numbers after programs are completed in July.

PROGRAM IMPLEMENTATION AND MARKETING

- a) Overview of Programs and Enrollment: Melody Ocampo reported on the status of programs and enrollment.
- b) Official Letter of Request to City Council: Mr. Greg Dwyer informed members that the Task Force will need to write a letter to City Council to request that the Council allow \$5,000 of the \$50,000 funding to be utilized for park improvements. Mr. Dwyer will write the letter on behalf of the membership. A motion was passed to use the \$5,000 toward a water fountain and restroom counter for Davis Park.
- c) Marketing Materials and Strategies: Members brainstormed places to market the COPTF-funded programs: parent clubs, schools, pre-school programs, and childcare centers.

EVALUATION OF FUNDED PROGRAMS

- a) Discuss Evaluation Tool: The Task Force divided into small groups to review the draft survey for the evaluation of COPTF-funded programs. Members provided feedback and each group reported out. Recommendations will be incorporated and the revised tool will be shared with the Task Force electronically.

CITY-WIDE OBESITY PREVENTION REGISTRATION POLICIES

Mr. Greg Dwyer announced that late fees are being waived.

ANNOUNCEMENTS/ UPCOMING AGENDA ITEMS

Members discussed items for future meetings:

- Safe Routes to School
- Roles and responsibilities of COPTF members
- Membership renewal

MEETING ADJOURNED

Meeting was adjourned at 7:05pm. The next meeting will be held in June.