

CHILDHOOD OBESITY PREVENTION TASK FORCE

EAT SMART GET MOVING



CHILDHOOD OBESITY PREVENTION TASKFORCE (COPTF) MEETING MINUTES March 22, 2017 5:30 P.M. – 7:00 P.M. SAN PABLO COMMUNITY CENTER

PRESENT

- Lucy Alfaro (Co-Chair) - Parent, West County Regional Group, First Five**
- Flor Castro – Parent, West County Regional Group, First Five**
- Genoveva Calloway- Councilmember, San Pablo
- Mariela Cuellar - Parent, West County Regional Group, First Five**
- Greg Dwyer - Community Services Director, City of San Pablo
- Tomasa Espinoza - Parent, West County Regional Group, First Five**
- Petronila Fernandes - Parent, West County Regional Group, First Five**
- Astrid Flores- Youth Services Aide, City of San Pablo
- Soledad Garcia - Parent, West County Regional Group, First Five**
- Rhea Laughlin – Community Engagement Program Officer, First Five Contra Costa**
- Leydi Maldonado – Parent, West County Regional Group, First Five**
- Tashaka Merriweather – Coordinator, West Contra Costa Unified School District**
- Andrea Mendez- Recreation Supervisor, City of San Pablo
- Lynn Pernala – Executive Director, Weigh of Life**
- Eric Peterson – Area Director, Contra Costa Care Council**
- Tony Ramirez (Chair) - Teacher, Dover Elementary School**
- Coire Reilly- Community Wellness & Prevention Program Manager, Contra Costa Health Services**
- Gabi Rivas- Community Liaison, First Five Contra Costa**
- Monique Sims – Program Manager, Contra Costa Health Services, WIC Programs**
- Adriana Vasquez – Parent, West County Regional Group, First Five**
- Gwendolyn White – Health Educator, Contra Costa Health Services**

GUESTS

- Walker Cianna – Office Manager / Volunteer Coordinator, YES!

Total Membership: 17

Quorum: 8

Members Present: 7

WELCOME AND INTRODUCTIONS

The meeting was called to order at 5:45 p.m.

PUBLIC COMMENT

No Public Comment

APPROVAL OF THE MINUTES

Minutes to approve for 1/25/17

COPTF LOGO AND BRANDING

Currently, COPTF is drafting logo ideas, Ms. Flores brought in three different drafted logos for the group to discuss and give feedback on. The idea is to re-explore the way we advertise the task force, this has brought up

the idea of moving away from the word "obesity", due to the negative stigma it can hold. During the discussion, the members gave their feedback on the color, symbols and the overall message to the community from COPTF. The point of the logo is to capture what has been done in COPTF and to showcase the different pieces of the task force. Mr. Reilly commented that he previously worked with the City of Pittsburg in developing their own logo. Mr. Corey offered to pass along the information of the company he worked with to Mr. Dwyer. All the feedback from the draft logos was taken into consideration and Mr. Dwyer will be contacting the company to design a new logo. The objective of this is to represent the healthy, active and community theme of San Pablo. For the next meeting, Mr. Dwyer will introduce any new potential logos. Any other feedback or questions should be referred to Ms. Flores and or Mr. Dwyer, so the information can be sent to the future designer.

SUBCOMMITTEE REPORTS & MEMBERSHIP

Funding and Sustainability- Mrs. Laughlin gave an update regarding the current work that the committee has been doing through the key informant interviews. This process has helped create a connection to various community leaders, partners, and residents about the future in San Pablo. It has created a better understanding of the steps that can be taken within COPTF. Mrs. Laughlin shared that the work will continue with the subcommittee and all information should be sent to Ms. Flores. For the next COPTF meeting, the hope is to have multiple interviews to have a broader conversation within the Task Force. Any other pending interviews that members have signed up to do should be sent to Ms. Flores.

Active Living- The subcommittee previously visited six spaces that can potentially be new park spaces for the community. Some of the sites are Mac Arthur's Baptist Church, Hill Crest and multiple lots on San Pablo Ave that are up for sale. All these sites have been ruled out due to the guidelines of the City of San Pablo. Mr. Dwyer spoke to the Baptist Church and they are currently not opposed to having a park but there's more research to be done regarding the lot. The second potential space was the Hill Crest lot and pathway, but the conflict was the space was small and it wouldn't allow for a decent size play structure. Finally, multiple lots are for sale on San Pablo Ave but are not a viable option within the locations. Mr. Dwyer will continue to seek more information for our next task force meeting. Ms. Mendez shared the spectacular news that the ten dollars classes have been doing well in registration. The swim classes are 98% filled and there's still availability within the sports classes. The advertisement strategies have helped bring in new families and youth to register. Ms. Mendez also shared that Recreation Department has passed out over 3,000 flyers to all the school sites in San Pablo and this has helped make the community aware of the low-cost classes. Besides the advertisement strategies, Ms. Mendez will keep the task force up to date on keeping data around the new upcoming families and youth who are first timers to San Pablo Community Center classes.

Healthy Eating – Mr. Dwyer gave an update on the current project of installing hydration stations to the schools. Currently, he has been in contact with the San Pablo Elementary Schools and Helms Middle School about the potential project of installing hydration stations. The only downfall so far has been that two school site which are not able to install the hydration stations. This is due to the way the sites are built and it impedes on construction and installment of the hydration stations. If the committee is unable to install the hydration stations in the following schools before the deadline of the allocated funds, the second plan is to potentially introduce salad bars. Mr. Dwyer will continue to be in contact with the school sites and keep the task force in a loop for any additional support.

Recruitment of COPTF members- Currently COPTF is opened for new members to join the task force, all members are encouraged to invite them to the meetings. If any current members have questions regarding the process of recruitment they should be directed to Mr. Dwyer.

ANNOUNCEMENTS/ UPCOMING AGENDA ITEMS

- a. City Updates on events and programs
- Craft Fair Event will be taking place at the Senior Center, April 9th 10am- 3pm
 - Aloha Night, Maple Hall on June 16 and current donations are being accepted

MEETING ADJOURNED

The meeting was adjourned at 7:20 pm. The next meeting will be held on May 24th, 2017.