

ACTIVE LIVING BOARD

Minutes: July 11, 2017 Meeting

Members Present:

Clay Scarborough, Wendy Childers, Michael Harbin, Shelly Head, Adam Pinsley, Brooke Schembri, Kelly Walsh, Jack Kittle

Members Absent: Bill Adams, Pete Duitsman

On Behalf of City of Decatur: Greg White, Cheryl Burnette

Guests: Lyn Menne

Public Input: None

Prior Meeting Minutes: Minutes from June 5, 2017 were approved.

Active Living Updates:

TEAM DECATUR/EVENT

- What are we thinking for “Streets Alive” event?
- Beach Party was going back to its roots/intent. Free event versus Pay.
- Lyn would like us to get involved more.
- Lyn concerned with staffing and business. The event actually hurts local business traffic.
- Kelly suggests “Streets Alive” may be a little different. More like an Expo.
- Dunwoody recently a Family Fitness day event.
- Need to find/identify a space to hold event. Perhaps UMCH?
- There will be a COD Public Event in January. Perhaps we dove tail off that?
- Michael concerned Team Decatur is not getting enough momentum.
- Look at a walk or ride to the UMCH, create a map showing the access from downtown. Create interest/excitement for a Spring Event.
- Greg mentioned the really cool and unique idea for the NRPA closing ceremony. Improve Now and a Silent Disco Party Surprise.
- Kelly suggests ways to look to create venues for the community.
- Shirts are always a draw.
- Social Media is huge.
- Promote staying in Decatur. Sense of community.
- Develop a technology profile for Team Decatur.
- The differences between Atlanta Track Club and Team Decatur is that TD wants to include everyone. ATC is starting to adopt that model. What compels people to come/participate?
- ATC training program leading up to races.
- There is an upcoming Team Decatur dinner.
- We need to focus on a big, signature event.
- Event needs to be fun.
- Create/develop a registration platform.

- Look at forming neighborhood teams.
- Lyn stated it needs to appeal to a large group of people and neighborhoods.
- Involve the COD Parks.
- Perhaps the Spring Event can be used as a focus group?
- School group function should be wrapped up with larger picture – get out of the silo.

ATHLETIC MASTER PLAN

- Let's go through the proper process.
- There are obvious issues with space.
- Schools are growing in need of higher demand.
- How do we mesh this all together with all the stakeholders?
- There is money in the budget – Citywide share.
- Create an ALB sub-committee.
- Work on getting the partnerships back together.

UPDATES FROM GREG/CHERYL

- KaBOOM! Grant – Upcoming meeting is convening in Atlanta. Cheryl will be a guest speaker discussing the process.
- City Boards will be getting together for a modified Pecha Kucha presentation. Pecha Kucha is a **presentation** style in which 20 **slides** are shown for 20 seconds each (6 **minutes** and 40 seconds in total). The format, which keeps presentations concise and fast-paced.

MID-YEAR REVIEW OF GOALS

- Cheryl sent the output from the last retreat.
- What specifically do we want to do/focus on?

1. **Athletic Master Plan – 2018**

2. **Street Alive/Team Decatur.**

- What do we want to do with this? Need to put a stake in the ground.
- Set sub-committee meeting date. 7/27?

3. **Complete Gaps in the Trail System**

- Talk about Decatur pedestrian area.
- There is a meeting on 7/12 to discuss existing area.
- City on track with Extreme Makeover
- There is controversy with Commerce Bike Loop.
- There is sensitivity about the bike loop path among families and senior citizens.

Clay mentioned we should still look at the list of things that did not make the top 3.

OTHER TOPICS:

CHERYL:

- Took bikes to see what's working with Atlanta trails/paths.
- Group rode back from Downtown ATL to Atlanta including Hugh Saxon, Michelle Hirose, City Engineer, Mark Ethun, inspector, and David Junger.
- The ride generated a lot of excitement.
- Looking to organize another ride in the Fall.

SHELLY:

Book Festival –

- Author of “Fitter Faster” speaking at Rec Center (last one on Sunday) has an Emory connection.
- Theme fits with Active Living Board goals/objectives
- Will reach out to author and see how we can benefit.

MISC:

- Jumped back to Team Decatur and mentioned perhaps engaging in a “Guerilla Marketing” type campaign.
- Jumped back to Athletic Master Plan – Important to focus on an 8 lane track to be able to effectively host future events.
- We must include Agnes Scott and new CSD Athletic/Events Director Mr. Thomas.

Meeting concluded.