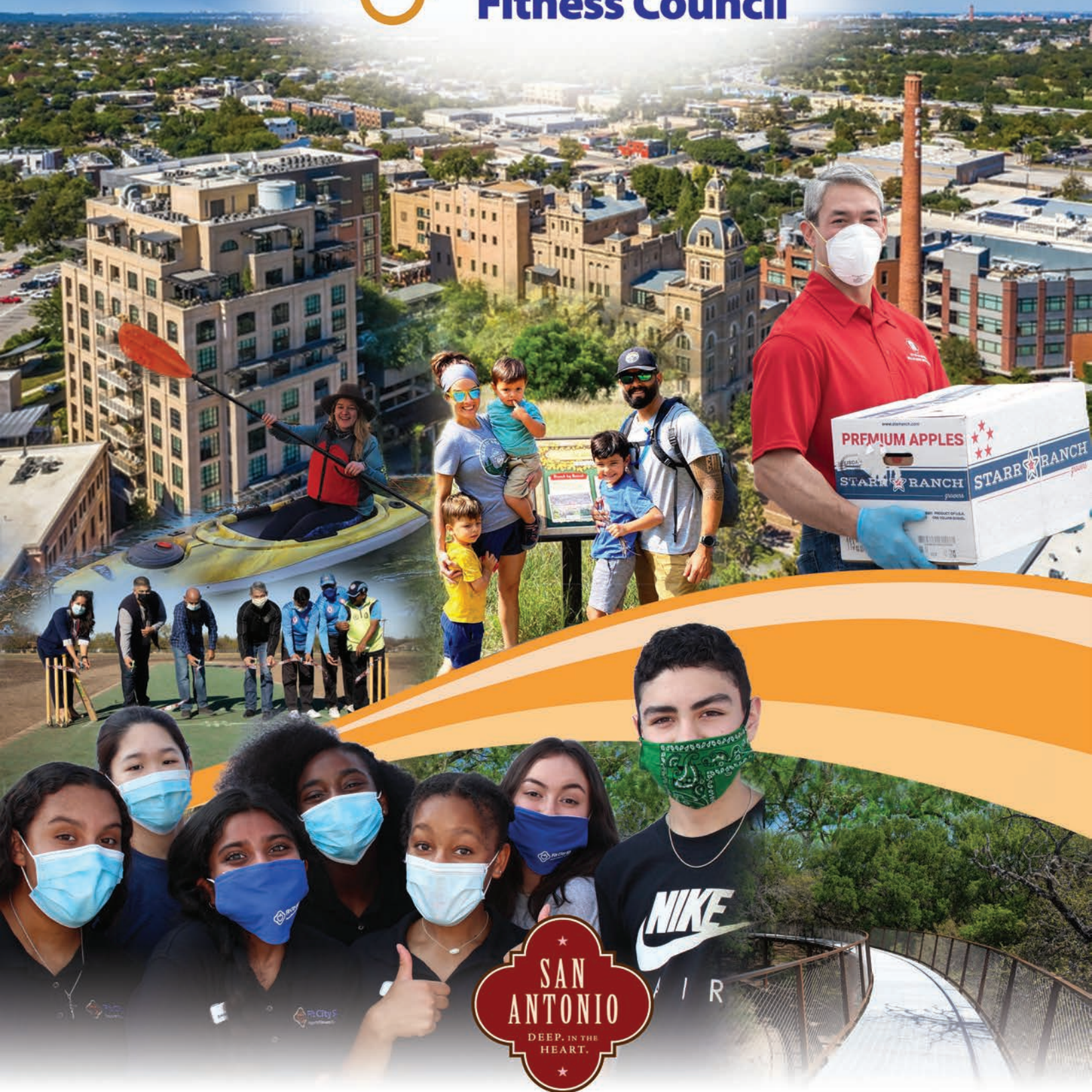




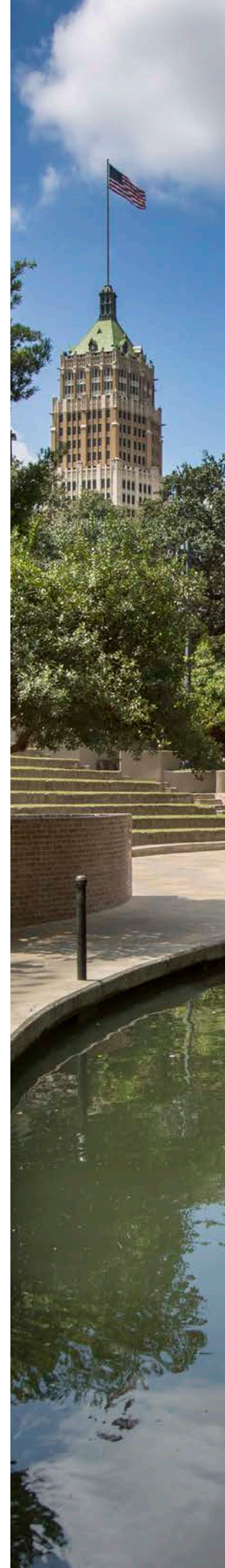
Mayor's Fitness Council



WWW.FITCITYSA.COM

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LETTER FROM THE MAYOR

MAYOR

Ron Nirenberg

The COVID-19 pandemic shook the ground beneath our feet. Our city grappled with the unimaginable this past year, but we held strong throughout these unprecedented times. We have shown what a resilient city truly looks like. I am proud of the way San Antonio residents have carried themselves during these trying times. From volunteering at the Food Bank, making meals for our most vulnerable populations, and simply staying at home, the actions of our residents have reminded me that San Antonians always come together in times of need.

Despite these challenges, our residents found ways to stay active and prioritize their mental well-being. The mission of the Mayor's Fitness Council is to increase awareness and connect San Antonio residents to opportunities for improved emotional well-being, physical activity, and healthy eating. If anything, the pandemic highlighted how important it is to check in on one another and prioritize our mental health. Earlier on in the pandemic, Spurs Player Lonnie Walker IV and I hosted a health and wellness check-in, where we discussed ways to practice mindfulness and maintain healthy mental wellness strategies.

With the core of the MFC mission in mind, the council also relaunched a mental and behavioral health tool kit as a resource for all San Antonio residents. While our residents remained at home during the height of the pandemic, many also developed a newfound appreciation for our extensive parks system, including our greenway hike and bike trails. We saw a record number of San Antonians take to their parks and trail systems, truly showcasing the importance of investing in green spaces and staying active outdoors.

While the year 2020 had us adjust to a "new normal," it also marked the MFC being named a Project Play Champion by the Aspen Institute for our Student Ambassador Program. The MFC has empowered student leaders in grades 5th – 12th to serve as healthy change agents in their schools and communities for years, and I am proud that the program received this national recognition for its positive impact in our community.

As last year came to a close, the It's Time Texas Community Challenge encouraged our community to gather as one. I'm incredibly proud that we were once again crowned the champions for the metro category. I've seen the impact of the relationships built between schools, our elected officials, and the community at large. Our recognition as the top-ranking metropolitan city showcases that San Antonians exceeded the challenge to be active and eat smarter. Congratulations to all of the participants who contributed to making this our most impactful Community Challenge yet.

The health of our community is key as we seek to advance equity, promote well-being, and recover from the COVID-19 pandemic. Remember, the work does not stop now. Thanks, San Antonio. We're in this together!

In health,

Ron Nirenberg - MAYOR
City of San Antonio

EXECUTIVE MESSAGE



CHAIRWOMAN
Mandy Tyler



VICE CHAIR
Liesien Benet

Greetings Mayor's Fitness Council Members and Community Partners,

I feel it is important to start our 2020 annual report by thanking each of you for your hard work, dedication, and support of our Mayor's Fitness Council and community throughout 2020. When we met to celebrate the 10-year anniversary of the Mayor's Fitness Council last January, we had no idea what the upcoming year would hold for us. Looking back, I am both amazed and grateful for the incredible work that was done to keep our Mayor's Fitness Council moving forward despite the numerous challenges 2020 presented us with.

Our annual report will share the accomplishments of the Mayor's Fitness Council throughout 2020 as well as the impact the council had on a local, state, and national level. None of this would have been possible without the unwavering commitment of our members and the outstanding efforts of our community partners. Throughout the pandemic it has been amazing to see the council continuing to work towards our vision of "A San Antonio where residents have opportunities to move more, eat better, and stay connected."

As we move into 2021, we will maintain our focus on advancing awareness of mental health concerns and improving healthy equity in our community. I look forward to working with each of you as we continue to make San Antonio a healthier, more active community.

Best Regards,
Mandy

Mayor's Fitness Council Executive Committee:

Mandy Tyler, Chair	Greater San Antonio
Liesien Benet, Vice Chair, Health Advocate	Kim Moten-Bogan, San Antonio Sports
Eric Cooper, Chairman, San Antonio Food Bank	Rachel Naylor, Northeast ISD
Haley Amick, SAMHD	Tori Parsons, CHEF
Dr. Bryan Bayles, Texas A&M-SA	Bert Pickell, San Antonio Walks
Denise Benoit-Moctezuma, SAMHD	Dr. Amelie Ramirez, Salud America
Andrea Bottiglieri, SAMHD	Nikki Ramos, SA Parks & Recreation
Katy Bowen, CHEF	Andy Rangel, Holt Cat
Stacy Cantu-Pawlik, UTHSCSA	Dr. Mrudula Rao, Bexar County Psychiatric Society
Dr. Robert Ferrer, UTHSCSA	Jackie Rivera, Humana
Joseph Garcia, ESD & associates	Kathy Shields, SAMHD
Brenda Gonzalez, STORM	Jeff Skelton, Navigate Wellbeing Solutions
Rocio Guenther, Mayor's Office	Marnie Staehly, Humana
Mitch Hagney, Food Policy Council	Holly Stojanik, DairyMAX
Dr. Ashok Kumar, Bexar County Medical Society	Mary Ullmann Japhet, Japhet Media
Sandy Morander, YMCA of	Dr. Peter Wald, USAA
	Dr. Annette Zaharoff, Active Living Council Representative

MISSION

The mission of the Mayor's Fitness Council is to increase awareness and connect San Antonio residents to opportunities for improved emotional well-being, physical activity, and healthy eating.

VISION

The vision of the Mayor's Fitness Council is a San Antonio where residents have more opportunities to move more, eat better, and stay connected.

MFC 10-YEAR ANNIVERSARY BREAKFAST



In January 2020, the Mayor's Fitness Council kicked off its 10-year anniversary by hosting the inaugural Mayor's Annual Breakfast and 2019 Report. The MFC welcomed guest of honor, Mayor Ron Nirenberg, and guests included City Council members, community stakeholders, community partners, and Council members. The breakfast served as a great way to bring the full Mayor's Fitness Council back together to reminisce and celebrate the journey and mission of a healthier, more active San Antonio that the Council has been working toward since launching in 2010.

2020 ushered in a reenergizing wave of excitement for the Mayor's Fitness Council as it provided an opportunity to reflect on the Council's progress in the last 10 years and look forward to a healthier future for San Antonio.



Mayor's Fitness Council Full Council Chairs celebrate at the MFC's 10-year Anniversary Celebration. L to R: Eric Cooper with the San Antonio Food Bank (2017-2019), Mayor Ron Nirenberg, Tony Canty with Labatt Foods (2010-2011), Mary Ullmann Japhet formerly with San Antonio Sports and now founder Japhet Media (2011-2013), Jeff Skelton with Navigate Wellbeing Solutions (2015-2017), Current Chairwoman, Mandy Tyler with Education Resources Center 20, Not Pictured: Dr. Amelie Ramirez with Salud America (2010-2011), Wayne McGarity formerly with H-E-B (2010-2011) and Kate Brown Rogers with H-E-B (2013-2015).



Jean Cheever was awarded the 2019 Mayor's Fitness Council Signature Spirit of Service Award for her incredible heart for San Antonio and commitment to a healthier and more active city. Jean personally donated helmets for children to be distributed at the Mayor's Fitness Council Reclovía and has done so for many previous years. Jean is a treasure to the Mayor's Fitness Council.

SPIRIT OF SERVICE AWARD RECIPIENT FOR 2020- **ERIC COOPER**

The Mayor's Fitness Council Spirit of Service Award is awarded each year to an outstanding individual, and/or organization that demonstrates exceptional service to the greater San Antonio community. The Mayor's Fitness Council is honored to present the 2020 Spirit of Service Award to Eric Cooper, President & CEO of the San Antonio Food Bank for his and the San Antonio Food Bank's commitment to serving family, friends and neighbors who found themselves in need and hungry, many for the first time due to hardships brought on by the Covid-19 pandemic.

Time Magazine featured the San Antonio Express-News photo that was seen around the world of the long lines of vehicles seeking assistance. Eric represented San Antonio well and demonstrated the long-standing spirit of service that the Alamo City is known for in numerous television interviews, magazine articles, and by providing guidance to government agencies at the city, state and national level. Eric truly demonstrated the now infamous slogan we all know by heart - we're all in this together. Thank you, Eric, for your servant leadership and for being a shining example of the best of San Antonio.



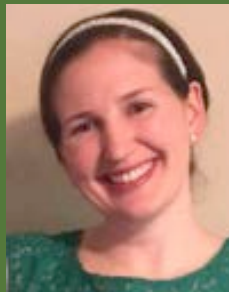
COMMITTEE CHAIRS WHO COMPLETED TERMS IN 2020



Beveylon Concha
Healthy Schools
Committee Co-Chair



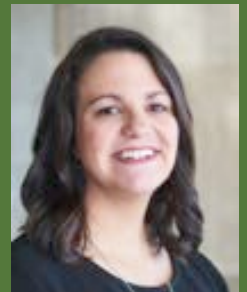
Shari Gaiennie
Community Committee
Vice Chair



Kristi Docwra
Community Committee
Vice Chair



Lauren Trapane
SABGH President



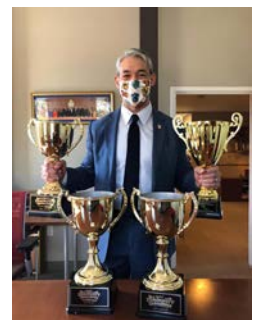
Mandy Adkins
Healthy Schools
Committee Co-Chair

IT'S TIME TEXAS 2020 METRO CITY STATE CHAMPIONS



The Mayor's Fitness Council worked to promote the It's Time Texas Community Challenge, which is a statewide competition. San Antonio competed in the Metropolitan City Division, and in 2020, the Alamo City took home the championship trophy, state title and recognition for being one of the healthiest metropolitan cities across the great state of Texas!

In addition to San Antonio emerging victorious as a state champion. North East Independent School District won in the Metro School District Division beating out all large school districts in the state of Texas for the championship title! Thanks to It's Time Texas for hosting this friendly and healthy competition each year.



In February 2020, the Mayor's Fitness Council was invited to present to the Texas Statewide Health Coordinating Council about the Council's efforts and initiatives. The SHCC members were excited and pleased to hear all the San Antonio's Mayor's Fitness Council was working on and expressed that the MFC is a state model for what a mayor's fitness council in Texas should strive to be.



ASPEN INSTITUTE 2020 PROJECT PLAY CHAMPION - STUDENT AMBASSADOR PROGRAM

The Mayor's Fitness Council Student Ambassador Program received national program recognition in 2020 through the Aspen Institute by being named a Project Play Champion. At the Project Play Summit, Mayor Nirenberg was a key speaker and highlighted San Antonio's efforts and vision for a healthier and more active city, especially for our city's youth. The Mayor's Fitness Council Student Mentor Team also had the opportunity to participate with the Aspen Institute in a discussion about racial equality in youth sports. The Mayor's Fitness Council would like to thank Spurs Sports & Entertainment for nominating the student ambassador program for this distinction.



2020 MEETING TIMELINE

MARCH 2020

The MFC Community Committee met to prepare for Siclovía in Southtown. Community partners were prepared to participate in the Mayor's Fitness Council Reclovía area. Shortly after this photo was taken, the pandemic caused all events to cancel across the city.



FEBRUARY 2020

The Mayor's Fitness Council Executive Committee gathered at CHEF – Culinary Health Education for Families -- to develop the 2020 strategic plan. Little did the team know that when they ended the session that day, they would be wrapping up the strategic planning virtually in September 2020 due to the COVID-19 pandemic.



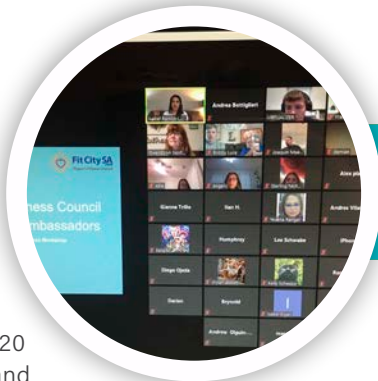
FEBRUARY 2020

The Healthy Schools Committee met for their February meeting at San Antonio Sports' office in the Alamodome.



MARCH - DECEMBER 2020

Through the remainder of 2020 the Council, all committees and the student ambassador program operated in a virtual space to keep the efforts of the MFC moving forward.



MARCH 2020

Mid-March – the Mayor's Fitness Council pivoted quickly to meeting virtually.

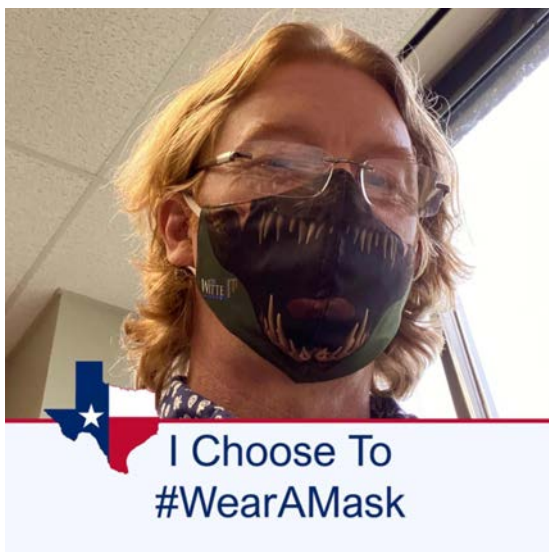


CREC-COVID RESPONSE & EQUITY COALITION

The COVID-19 CREC (Community Response and Equity Coalition) is a joint collaboration of organizations including San Antonio Metropolitan Health District, UT Health San Antonio, the Mayor's Fitness Council and several other organizations throughout the city of San Antonio. The CREC came together to assist the San Antonio community by providing education, resources, advocacy, and access to information and services surrounding COVID-19 testing and vaccination efforts.

The CREC is committed to using its guiding principles for equity to ensure its efforts reach all diverse populations within San Antonio. The CREC was established with several workgroups that focused on specific aspects of the COVID response including Education, Policy and Advocacy, PreK-12 Consultation, Testing and Lab Reporting, Contact Tracing, Indicator Monitoring and Health Alerts.

Currently, the CREC has two active workgroups including Education and Policy and Advocacy. The education workgroup is led by UT Health partner Dr. Jason Rosenfeld and Guadalupe Cornejo and is tasked with creating educational messages and materials, training and providing resources to the community, and utilizes a peer influencer model. The Policy and Advocacy workgroup is led by Metro Health's Sean Greene and Juany Torres and is tasked with promoting policy priorities that address inequitable impacts of the COVID pandemic and identifying opportunities and funding sources to address root causes of COVID disparities.





Bert Pickell, Chair Brenda Gonzalez, Vice Chair

The mission of the Community Committee is to promote wellness programs and community activities that motivates people of all ages, backgrounds, and abilities to live a healthy lifestyle. Through extensive partnerships and teamwork with public, private, and non-profit leaders, our committee engages and empowers communities to seek physical activity, engage in mindfulness opportunities, and adopt good nutritional traits.

San Antonio Walks' Bert Pickell is the Chair and South Texas Off-Road Mountain Bikers' Brenda Gonzalez is the Vice Chair. Up through September 2020, Yoga Seva Institute's Shari Gaienne performed as Vice Chair for Community Engagement and Stay Well's Kristi Docwra served as Vice Chair for Community Outreach. MFC Spirit Award recipient Jean Cheever offered insight and support throughout the year.

The Community Committee is an extremely active team of diverse wellness partners who come together to provide education, promotion, motivation, and inspirational opportunities throughout San Antonio. It is primarily comprised of wellness specialists, formal organizational representatives, and volunteer wellness advocates. The Community Committee meets on the second Thursday of the month. The first three months of 2020 meetings were held in-person at various partner locations. However, due to the pandemic, the remaining nine were conducted virtually. Regardless, all meetings continued to average over 30 attendees, and as reported in past annual reports, Community Committee meetings are "happenings" during which information is shared, programs are initiated, and partners are motivated to work together.

2020 – A Year Like No Other!

Kicked off by a very inspiring Mayor's Annual Wellness Breakfast and two extremely engaging sessions, one at the Eastside Education & Wellness Center and the other at Phil Hardberger Park East Conservancy, the Community Committee surprisingly held its last pre-pandemic in-person session at the Family Service's The Neighborhood Place. During which a record partners came together to plan wellness activities and educational presentations for the 70,000 person "Siclovía," a downtown "closing of the streets" event. However, due to the emergency of the pandemic, the event was abruptly canceled, as the pandemic and lockdowns began to affect the city, we learned immediately from our Metro Health partners about social distancing, positivity rate, mask wearing, and the goal of reaching herd immunity through mass vaccinations. Needless to say, COVID-19 created a significant hurdle for many of our wellness partners, their organizations, and especially our communities.



Bert Pickell
SAN ANTONIO
WALKS



Brenda Gonzalez
SOUTH TEXAS
OFF ROAD
MOUNTAIN
BIKERS

Expanding Existing Relationships – Pivoting to Success and Beyond!

Community Committee core partners adapted to community wellness needs and provided crucial and critical life-enriching support to our families struggling during the lockdown of businesses, schools, and travel. Our committee continued providing outreach and engagement opportunities to wellness organizations, primarily through the Zoom network and social media.

Community partners made wellness education a primary goal through the creation of a unique, user-friendly Community Partner Directory which not only informed the public of important wellness programs and activities, but the Directory energized past and current partners to form a cohesive team with many community partners looking for ways to merge programs in helping communities battle the limitations incurred from the pandemic.

Since the city's TVSA film studio was closed, we were unable to produce FitCitySA videos of our partner programs. However, our existing MFC Endorsement process ramped up. We tightened our review process and provided social media boost and support to live and virtual partner activities.

Beginning almost the time of the city's major lockdown, the Communications Committee, with support from community partners, was able to establish a Weekly Update newsletter, which not only kept many partner programs front and center with communities but shared crucial COVID update information from Metro Health and city/county leaders.

While some organizations were unable to provide the same wellness programs as before the pandemic, many found ways to "pivot" their resources and energies in still fulfilling wellness missions. A few far exceeded past requirements and expectations, and actually developed new ways to reach and engage the public. Some examples:

- **Non-profit organizations** - developed innovative ways to still provide community awareness and active participation in health and wellness campaigns. Behind-the-scenes, online leadership led to some succeeding past year in-person fundraising and community participation through new and engaging virtual event options. American Heart Association, Alzheimer's Association, American Suicide Prevention, and Zero-End of Prostate (Caregiver Connector program) were a few examples.
- **San Antonio Zoo** offered new "drive-through" experiences so that communities could continue to get educational and mental well-being benefits from the zoo's animals and exhibits. The drive-through experiences helped the zoo maintain animals' quality of life.
- **Athletic event management partners** such as Athlete Guild, IAAP, and Soler Sports developed hybrid combined events where wellness enthusiasts were able to exercise safely in limited in-person settings following proper pandemic guidelines along with a virtual performance option. Some non-profit organization virtual events exceeded past in-person goal events through great teaming with event partners. Participants had more flexibility and opportunity to focus on fitness.
- **Endurance training partners adapted and overcame.** Due to aggressive efforts in live and virtual event training from the San Antonio Roadrunners, San Antonio was identified by the Roadrunners Association of America as a "runner friendly city." -- a distinction only held by Houston within Texas. Girls on the Run training programs continued to reach within school districts to develop virtual training while schools were going through in-person lockdowns.
- **Non-competitive wellness partners** like the American Volkssport Association and San Antonio Sports' Fit Family Challenge were able to continue with designated community events, retaining wellness partners and families within their memberships, always adhering to pandemic safety protocol requirements.
- **The phenomenal network** of community links that supported in-person International Day of Yoga events in June 2019, were able to provide a much broader and community interactive day of yoga activities virtually in June 2020 with yoga instructors leading various classes to participants locally and globally.

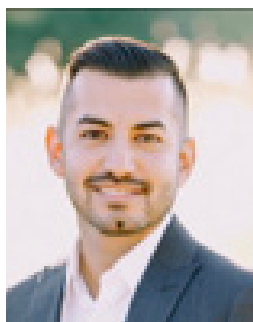
To read more about the Community Committee's 2020 update please visit www.fitcitysa.com.



Andy Rangel, President

MISSION

The San Antonio Business Group on Health (SABGH) aims to improve the health of our workforces by providing the business community with opportunities to network, discuss best practices, promote worksite wellness initiatives, and recognize local employers for their efforts to improve employee wellbeing. Our mission continues to focus on working with employers and the community to promote a healthier San Antonio.



"The global pandemic brought many issues to employers as individuals were impacted in many ways. There have been changes in the mental, physical, social and even financial wellbeing of our employees and the pandemic may have also caused organizations to cut back efforts on several of their wellness offerings. We are committed to continue working with organizations to help with their wellness goals in 2021."

Andy Rangel, SABGH President and Total Wellness Specialist at Holt CAT

MEMBERSHIP AND EDUCATION

The SABGH membership has steadily grown over the years, with 280 business group members among 210 local businesses. SABGH business group members receive the most up-to-date wellness education, program resources, and invitations to events relevant to promoting workplace wellness.

The SABGH has increased its education efforts over the years from annual to quarterly education forums that address trending topics in healthcare, programming strategies, wellness, and more. In the future, the SABGH is excited to continue this trend and increase online educational resources for its business group members.

SABGH Board of Directors

Andy Rangel, Chair
 Abby Ammerman, Education Chair
 Jennifer Kester, Education Co-Chair
 Teresa Saucedo, Membership Chair
 Valerie Rueda, Communications Chair
 Diane Garcia – Secretary/Treasurer
 Buck Brockman
 Christa Cooper
 Jennifer Stevenson
 Marissa Scheffler

Advisory Members

David Whitt
 Dr. Katherine Velasquez
 Dr. Peter Wald
 Haley Amick
 Julie Tatum
 Lauren Trapane
 Roxanne Leal
 Steve Tovar
 Una Cuffy



BECOME AN SABGH MEMBER TODAY!

VISIT THE SABGH PAGE ON FITCITYSA.COM AND SIGN UP FOR A FREE MEMBERSHIP.

2019 AWARD RECIPIENTS

BRONZE

Alamo Trust, Inc.	Any Baby Can	Genisys Controls LLC
River City Produce	San Antonio Housing Authority	Social and Health Research Center

SILVER

Army Residence Community	Education Service Center Region 20	San Antonio Council on Alcohol and Drug Awareness
M.I.X. FIT SA	NuStar Energy	
Southwest ISD	FirstMark Credit Union	

GOLD

Brighton Center	Methodist Healthcare Ministries	Services, Region 8
Catto & Catto LLP	Mid-Coast Electric Supply, Inc.	The Children's Hospital of San Antonio
City of Schertz	Pearl Brewery	Trinity University
Cox Manufacturing	Schertz Cibolo Universal City ISD	University Health System
Embrey Partners, LTD.	Security Service Federal Credit	VIA Metropolitan Transit
esd marketing	Silver Ventures	YMCA of Greater San Antonio
FBD Partnership, LP	TaskUs	
Frost	Texas Biomedical Research Institute	
Harlandale ISD	Texas Department of State Health	

PLATINUM

Accenture	Humana Inc.	SWBC
Alamo Colleges District	JBSA Lackland Air Force Base	UTSA
Bexar County	Health Promotions	University of the Incarnate Word
CaptureRx	NatureSweet Tomatoes	USAA
City of San Antonio	North East ISD	UT Health San Antonio
CommuniCare Health Centers	Northside ISD	Valero Energy Corporation
CPS Energy	Randolph-Brooks FCU	Vericast, Corp.
eHealthScreenings	San Antonio Food Bank	Whataburger Restaurants LLC
Globalscape Inc.	San Antonio ISD	
H-E-B	San Antonio Water System	
Higginbotham	Spurs Sports & Entertainment	

The Healthy Workplace Recognition Program is an initiative of the San Antonio Business Group on Health and the Mayor's Fitness Council. The program recognizes local employers for their worksite wellness efforts. The global pandemic impacted employers and individuals in a multitude of ways to include navigating change quickly.

The SABGH would like to highlight the excelled efforts through such a challenging year. Employers recognized will be highlighted in the SABHG newsletter, website, quarter forum, and social media platforms.



Rachel Naylor & Holly Stojanik, Co-chairs

MISSION

The mission of the Healthy Schools Committee is to improve nutrition and physical activity through school-based programs and through the promotion and support of the MFC Student Ambassador Program.

SUMMARY

While 2020 started off with exciting news that NEISD had won the It's Time Texas Community Challenge Metro School District competition, by spring break school districts across Bexar County and the state of Texas faced unprecedented circumstances brought on by COVID-19. Although the pandemic caused Bexar County School Districts to close their physical doors and pivot to online learning, it did not stop the good and challenging work that the Healthy Schools Committee faced and continued throughout 2020.

In 2020, CHEF – Culinary Health Education for Families -- announced that in partnership with the Mayor's Fitness Council it would support MFC/CHEF Junior Ambassadors program at Bexar County Elementary Schools. Tori Parsons is leading the charge with the Junior Ambassadors launching into new elementary school campuses across the city to implement the CHEF Bites curriculum and teaching elementary students Health IQ fundamentals. The middle and high school student ambassadors were led by Isabel Ramos-Lebron who worked with a large cohort of students, who despite the pandemic and not being able to gather together in person, were still able to complete healthy service projects at their school campuses and in their neighborhoods.



Rachel Naylor
NEISD



Holly Stojanik
DAIRY MAX

Roster of Healthy Schools Committee Members:

Beveylon Concha – Co-Chair	Dr. Sandra Lopez-Morales
Mandy Tyler	Terri Mabrito
Quiana Abner	Dyanne Martinez-Munoz
Dr. Frank Alfaro	Cynthia Moczygemba
Patricia Alvarez	Veronica Montalvo
JudyAnn Armijio	Jennifer Montes
Dorothea "Dolly" Armstrong	Rachel Naylor
Denise Benoit- Moctezuma	Tori Parsons
Katy Bowen	Bert Pickell
Nancy Britton	Isabel Ramos- Lebron
Adela Castillo	Debra Rice
Dr. Langston Clark	Roger Rodriguez
Alfredo Concha	Caroline Roffidal-Blanco
Nicole Davis	Roxanne Ruiz
Randy Escamilla	Monica Ruiz- Morin
Lana Frantzen	Raul Salazar
Dr. Michael Fischbach	Rachel Salinas
Nadia Gaona	Holly Stojanik
Annette Gettinger	Dr. Robert Trevino
Sharon Glosson	Peter Wagner
Angie Gutierrez	Colin Williams
Cara Hausler	Robert Zamora
Leticha Heflin- Word	
Sandra Hernandez	
Keith Higginbotham	
Pam Kniffin	
Danielle Leon	

The student mentor team worked diligently to prepare for a new class of student ambassadors to mentor in the 2020-2021 academic year. These young leaders worked hard to ensure the incoming student ambassadors felt supported and were prepared when it came time to present their service project idea as well as when they began to implement their service project.

The Healthy Schools Committee worked on developing committee goals for 2021 and was able to navigate meeting

successfully online over the course of 2020. The committee is made up of 72 individuals; 36 of those members represent school districts and 28 members represent community organizations dedicated to healthy children. Every school district in Bexar County is represented on the committee as well as private and charter schools.





Joseph Garcia, Chair

MISSION

To increase awareness of the Mayor's Fitness Council and connect the San Antonio community to the FitCitySA.com website and the opportunities, resources and programs through this online portal for improved emotional well-being, physical activity, and healthy eating.

SUMMARY

The purpose of the Communications Committee is to support and promote the projects and objectives of the entire Council and its committees through public relations, advertising, community outreach and marketing efforts. A key objective is to develop the brand of the Mayor's Fitness Council and FitCitySA. We work to develop a structure for sponsorship opportunities, an editorial content calendar, video content, continuous refining and updating of the FitCitySA.com website, strategic social media outreach on the FitCitySA platforms.

FITCITYSA

FitCitySA.com is the main community portal for health and fitness in San Antonio and is powered by the Mayor's Fitness Council.



Joseph Garcia
ESD MARKETING

Communications Committee Roster

Joseph Garcia, Chair
Liesien Benet, Co -Chair
Angi Aramburu
Cara Bailey
Andrea Bottiglieri
Katy Bowen
Jean Cheever
Dianne Glover
Bonnie Osterhage
Bert Pickell
Valerie Rueda
Mary Ullmann Japhet

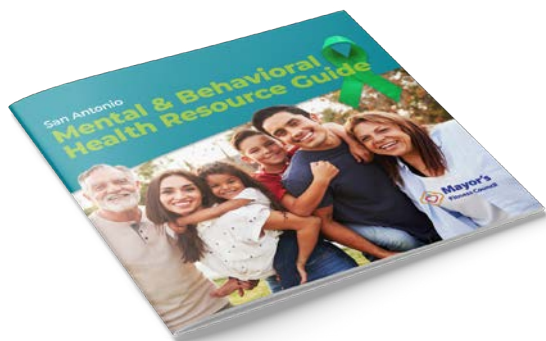
Communications Committee Partners

CHEF
Community CIO
ESC Region 20
ESD & Associates
Grok Interactive
Go Fetch Run
Japhet Media
San Antonio Metropolitan Health District
Sweat SA
YMCA of Greater San Antonio

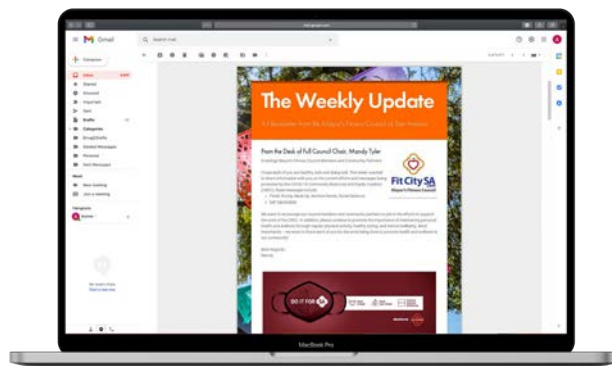
COMMUNICATIONS HIGHLIGHTS

- The MFC Communications Committee actively promoted the 2020 It's Time Texas Statewide Health and Wellness Challenge, helping to lead San Antonio to win the overall Metro City category across the state of Texas.
- The MFC Communications Team helped to lead an Annual Report Task Force that featured a 42 page 10-year Anniversary annual report celebration keepsake.
- The MFC Communications Committee sought out ways to be in better communication with the San Antonio community during the pandemic. The Mayor's Fitness Council Weekly Update inaugural issue was distributed in March 2020 and consistently goes out each week, providing updates from key stakeholders and community partners as to what is happening each week in San Antonio related to health, fitness, and better nutrition.
- The MFC Communications Team worked with Dr. Mrudula Rao to rebrand the Mental Health Resource Guide in a digital format.
- The MFC Communications Team worked with Dr. Mrudula Rao and with KLRN and Humana to develop the Schools Mental Health Resource Guide that will be distributed in 2021 to school counselors and parents/guardians as the primary audiences.
- The MFC Communications Team worked with Mayor Ron Nirenberg to promote the Instagram LIVE Mental Health discussion between the mayor and San Antonio Spurs player Lonnie Walker IV.
- The MFC Communications Team worked to highlight the mayor's participation in the 2020 Aspen Institute Summit, which showcased the MFC Student Ambassador Program's national recognition as a 2020 Project Play Champion.

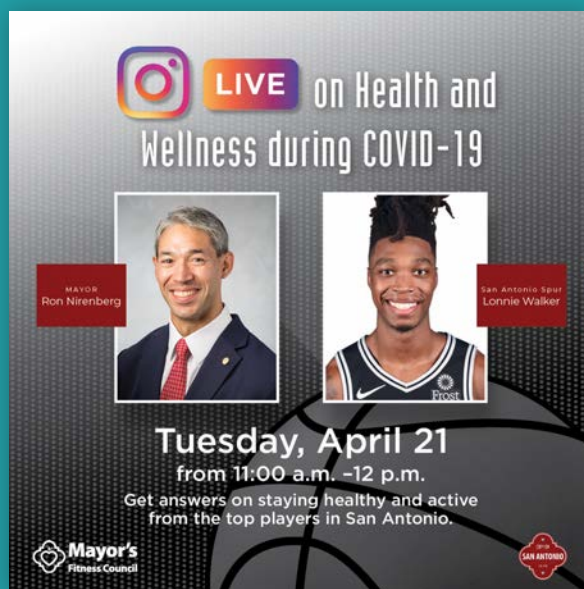
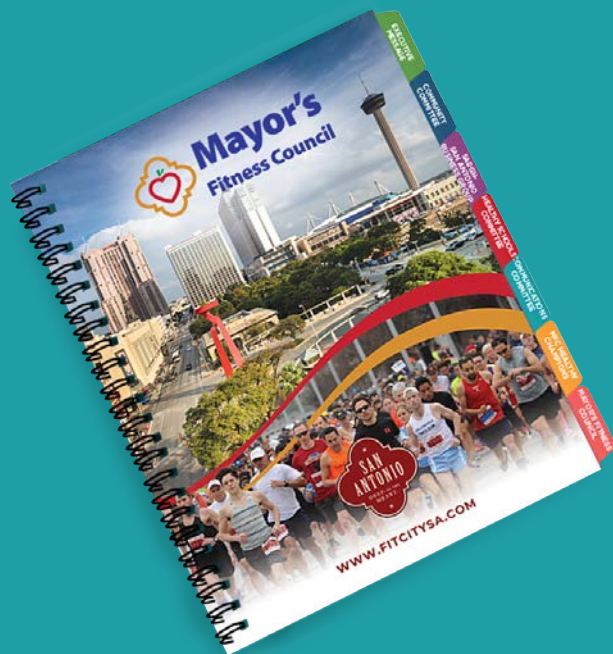
MENTAL HEALTH RESOURCE GUIDE



WEEKLY UPDATE NEWSLETTER



2019 ANNUAL REPORT



MFC HEALTHY CHAMPIONS



METRO HEALTH

The Mayor's Fitness Council recognizes the San Antonio Metropolitan Health District as a Healthy Champion for San Antonio and thanks them for their ongoing support of the Mayor's Fitness Council.

Website: www.sanantonio.gov/HEALTH

IT'S TIME TEXAS

The Mayor's Fitness Council recognizes It's Time Texas as a Healthy Champion not only San Antonio, but for the entire state of Texas through the work they do with the It's Time Texas Community Challenge and more. It's Time Texas serves as the financial fiduciary for the Mayor's Fitness Council and the Council thanks them for their continued support.

Website: www.itstimetexas.org



YMCA OF GREATER SAN ANTONIO

The Mayor's Fitness Council recognizes the YMCA of Greater San Antonio as a Healthy Champion for San Antonio for their outstanding efforts and collaborations across the city with multiple partners. The YMCA has been a proud supporter of the MFC Student Ambassador Program since 2012 and has provided Y memberships to student ambassadors, student mentors and their immediate families as well as Y memberships to campus mentors.

Website: www.ymcasatx.org

CHEF - CULINARY HEALTH EDUCATION FOR FAMILIES

The Mayor's Fitness Council recognizes CHEF —Culinary Health Education for Families -- for their partnership with the Mayor's Fitness Council Student Ambassador Program for the great work they are doing across the city to help children and families establish healthy eating habits. The MFC is proud to partner with CHEF through the student ambassador program to bring forth the MFC/CHEF Junior Ambassador program, which reaches elementary aged students across San Antonio.

Website: www.chefsa.org





THE BAPTIST HEALTH FOUNDATION

The Mayor's Fitness Council recognizes the Baptist Health Foundation as a Healthy Champion for San Antonio and thanks them for their support of the MFC Student Ambassador Program over many years.

Website: www.bhfsa.org

SAN ANTONIO FOOD BANK

The Mayor's Fitness Council recognizes the San Antonio Food Bank as a Healthy Champion for San Antonio and thanks them for their ongoing support of the Mayor's Fitness Council and especially the student ambassador program. Each academic year the SAFB Nutrition Team takes the student ambassadors through a Health I.Q. Training which is always popular with the students.

Website: www.safoodbank.org



THE CITY OF SAN ANTONIO PARKS & RECREATION

The Mayor's Fitness Council recognizes The City of San Antonio Parks & Recreation as a Healthy Champion for San Antonio for all of the incredible work they do across the city to motivate, inspire and help provide opportunities for residents to get active. In 2020, Parks & Recreation worked alongside the MFC to take over the planning and organizing behind the popular Get Strong with Mayor Ron series that lasted until the pandemic came to San Antonio in early 2020.

Website: www.sanantonio.gov/parksandrec/home

WITTE MUSEUM

The Mayor's Fitness Council recognizes the Witte Museum as a Healthy Champion for San Antonio for their many efforts to improve the health of San Antonio through the H-E-B Body Adventure, CHEF Teaching Kitchen, special events that promote mindfulness and yoga and so much more.

Website: www.wittemuseum.org



JEAN CHEEVER

The Mayor's Fitness Council recognizes Jean Cheever as a Healthy Champion for San Antonio and thanks her for her support of the Mayor's Fitness Council Student Ambassador Program. Jean stepped up to help our student ambassadors ensure they were given the opportunity to carry out their healthy service projects across San Antonio. We can't thank you enough, Jean for your generosity and support!







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