

. DISCUSSION ON LAUNCHING A HEALTH AND WELLNESS INCENTIVE INITIATIVE.

September 17, 2021 – C4 V

Sponsored by Commissioner Arriola

Parks & Recreation

ACTION

Commissioner Arriola opened the item by explaining the possibilities of launching a health and wellness incentive initiative in Miami Beach.

John Rebar (Director of Parks and Recreation) explained there is currently a solicitation to bring local gyms or private instructors to Lummus Park. John explained the Parks and Recreation Department is currently trying to use their resources to provide inexpensive or free programs and challenges. John will also be meeting with GMCVB to discuss further options.

Commissioner Arriola spoke about rebranding Miami Beach to include Health and Wellness and how can we bring the two together.

Commissioner Samuelian agreed this will have to be a phased process.

Commissioner Richardson asked the Administration to investigate the opportunity to host an annual obstacle course event or similar.

MOTION:

Parks and Recreation to come back to the FERC Meeting January 2022 to present strategy's on how to initiate a wellness program. Request the Administration to set up a workshop to bring the Commission together to talk about wellness strategies and discuss military themed, fitness events for Memorial Day weekend. The Communications department to accelerate messaging relating to health and wellness.