



Brownsville Independent School District

Agenda Category: General Function
Contracts/MOU Board of Education Meeting: 04/09/24

Item Title: Memorandum of Understanding Action
Between PHIT America and Information
Brownsville ISD Discussion

BACKGROUND:

PHIT America is a non-profit organization focusing on building a healthier, smarter, and happier community with great programs and a revolutionary PHIT Center in order to create a place where everyone will want to play. Their action is focused on investing in kids and communities to attack the “inactivity pandemic” to improve physical and the mental health of our students through school-based fitness programs and centers.

The PHIT America commitment is to invest in a new state of the art PHIT Center at Garden Park Elementary and four sport programs that will include their staff support and other resources. In addition, PHIT America will supply the curriculum and materials for additional campuses to implement the four sport programs at their campuses.

The Brownsville Independent School District agrees to share academic and physical fitness data as a measure of progress and effectiveness of the PHIT Center and curriculum.

FISCAL IMPLICATIONS:

No cost to the District. Curriculum and funding for the PHIT center is provided by PHIT America with the support of local donors.

RECOMMENDATION:

Recommend approval to enter into a Memorandum of Understanding with PHIT America to build a PHIT Center at Garden Park Elementary at no cost to the district.

Submitted by: Cesar Murillo, Principal

Approved for Submission to Board of Education:

Recommended by: Dolores Cisneros-Emerson
Executive Director Elementary Education

Dr. Jesús H. Chávez, Superintendent

Reviewed by: Miguel Salinas, Staff Attorney

Approved by: Beatriz Hernandez,
Chief Academic Officer

Roxanne Eckstein

From: Priscilla Lozano <plozano@808West.com>
Sent: Tuesday, March 19, 2024 11:40 AM
To: Roxanne Eckstein; Kevin O'Hanlon; Lea Ohrstrom
Cc: Miguel Salinas; Minerva Almanza
Subject: Re: MOU PHIT America and Brownsville ISD

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Good morning,

This MOU document does not appear to require BISD signature. There is not legal objection to this document. If this project proceeds, there should be additional documents that detail the duties and responsibilities of the parties regarding BISD land and resources for the implementation of the project.

Sincerely,


ODC
O'HANLON, DEMERATH & CASTILLO
Attorneys and Counselors at Law

Priscilla A. Lozano
Partner
808 West Ave
Austin, Texas 78701
Office: 512-494-9949
Facsimile: 512-494-9919
Email: plozano@808west.com
www.808west.com

From: Roxanne Eckstein <reckstein@bisd.us>
Sent: Tuesday, March 19, 2024 10:06 AM
To: Kevin O'Hanlon <kohanlon@808West.com>; Lea Ohrstrom <lohrstrom@808West.com>; Priscilla Lozano <plozano@808West.com>
Cc: Miguel Salinas <miguelsalinas@bisd.us>; Minerva Almanza <malmanza1@bisd.us>
Subject: MOU PHIT America and Brownsville ISD

Ms. Lozano,

Please see the attached MOU for your review and approval for the April 9th board meeting.

Thank you! Should you have any questions or comments, please contact me at (956) 698-6379.

Sincerely,

Roxy Eckstein

**Roxanne Eckstein | Paralegal to Miguel Salinas | Staff Attorney | Phone: 956.698.6379 | Fax: 956.714.6400
Brownsville Independent School District | 1900 East Price Road, Suite 302 | Brownsville, TX 78521**



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HEALTHIER, SMARTER, HAPPIER KIDS!

March 2, 2024

PHIT America's Momentum of Understanding to Schools who Receives a PHIT Center

Once a school or community has been chosen to receive PHIT America's PHIT Center, PHIT America commits to the following to make sure this project is completed as outlined in our PHIT Center Construction Guidelines and Construction Details documents.

Led by PHIT Center Development Manager, Dave Meharg, we will work with your team and local companies to build the PHIT Center to specs outlined including:

- Design, build and install a PHIT America PHIT Center on the school property at no cost* to the school.
- Dave Meharg will be very engaged and make multiple trips to your school during the construction.
- If there are design changes, Dave Meharg will approve them.
- PHIT America will supply all four of our PHIT America [Programs](#) – AMPED, PLAY TENNIS, PLAY GOLF, and PLAY PICKLEBALL - that can be used in PE and also after school as well to the PHIT Center school at no charge.
- If we receive commitment from the local school district, we would like other area schools to have our PHIT America programs as well.
- Our staff will train school staff on all these programs.
- PHIT America will designate a PHIT America staff member to be a liaison between PHIT America and the schools liaison. The PHIT America Liaison will contact the PHIT School at the end of each school quarter for updates and gather any information need or offer any support needed
- PHIT America will secure a public relations firm to expose our project and all Physical Education and other physical activities at the school.
- If funding is needed, PHIT America will work with contacts you may have, or we have to sell them on being a 'sponsor' of your schools PHIT Center / PHIT Community project. One of the PHIT America Board Member has numerous contacts in Texas who we can pursue.
- Jim Baugh will travel to your school multiple times including speaking about our project to media and the community.
- Based on having great data showing great results of our work, PHIT America will strongly consider building additional PHIT Centers at other area schools.

Jim Baugh, Founder, PHIT America

Key links:

[Dave Meharg](#)

[Jim Baugh](#)

*There is a chance only part of the PHIT Center or PHIT Community project will be funded. Local funding will be pursued to fund the entire project. Logical partners include local banks, healthcare companies, vendors of the school district, retailers and even companies who are building our PHIT Center

SPECIAL OPPORTUNITY FOR SELECT SCHOOLS

The logo for PHIT SCHOOL is centered in the upper half of the page. It consists of a dark red rectangular box on the left containing the word "PHIT" in white, bold, sans-serif font. A small red silhouette of a person jumping is positioned between the "I" and "T". To the right of this box is a black rectangular box containing the word "SCHOOL" in white, bold, sans-serif font. A small "TM" trademark symbol is located at the top right of the black box. The background of the entire page is a faded, light-colored image of a group of children playing together.

PHIT SCHOOLTM

FROM

PHIT AMERICA

**BUILDING A HEALTHIER, SMARTER & HAPPIER COMMUNITY
WITH GREAT PROGRAMS & A REVOLUTIONARY PHIT CENTER,
'A PLACE WHERE EVERYONE WILL WANT TO PLAY'**

FROM A 501(C)3 CHARITY - THE IDEAL SOCIAL RESPONSIBILITY CAMPAIGN

A PROJECT LIKE NO OTHER IN AMERICA THAT...

- INVESTS IN YOUR KIDS' AND COMMUNITY'S FUTURE
- ATTACKS THE 'INACTIVITY PANDEMIC' WHICH ENDANGERS KIDS' AND OUR COUNTRY'S FUTURE
- IMPROVES THE PHYSICAL & MENTAL HEALTH OF **400+ CHILDREN ...AND OTHERS IN YOUR COMMUNITY**
- WITH THE BEST SCHOOL-BASED FITNESS PROGRAMS
- AND AN EYE-OPENING REVOLUTIONARY **PHIT CENTER**

PHIT SCHOOL

FROM

PHIT AMERICA

BUILDING A HEALTHIER, SMARTER & HAPPIER COMMUNITY

FROM A 501(C)3 CHARITY - THE IDEAL SOCIAL RESPONSIBILITY CAMPAIGN

PHIT AMERICA™

PROVEN, SUCCESSFUL & VERY EFFICIENT



HELPED OVER 1,700 SCHOOLS WITH PHIT PROGRAMS

HELPED OVER 1,000,000 KIDS BECOME HEALTHIER

WITH GREAT LEARN TO PLAY PROGRAMS

LEAD BY EXPERIENCED & SUCCESSFUL LEADERSHIP

PHITAMERICA.ORG – A 501(C)3 CHARITY

THE PROBLEM - INACTIVITY PANDEMIC



USA KIDS ARE IN REALLY BAD SHAPE

38TH

LAST PLACE

US KIDS ARE RANKED
LAST IN **PHYSICAL**
HEALTH AMONG 38
COUNTRIES: UNICEF

47TH

US KIDS ARE
RANKED 47TH
OUT OF 50
COUNTRIES IN
FITNESS: BJSM

90%

50 MILLION US KIDS
(90%) ARE NOT
ACTIVE TO CDC
PHYSICAL ACTIVITY
STANDARDS

3/4

NATIONAL
SECURITY ISSUES: 3/4
OF ALL TEENS ARE
NOT FIT ENOUGH TO
JOIN THE MILITARY

\$1

THE AVERAGE
BUDGET FOR PE FOR
AN ENTIRE SCHOOL
IS \$462 PER YEAR -
\$1 PER CHILD

PHIT AMERICASM

THE SOLUTION TO THIS PANDEMIC

1. GO "WHERE ALL THE KIDS ARE" - ELEMENTARY SCHOOLS
2. TEACH KIDS THE FUN BASICS OF SPORT BEFORE SPORT GETS TOO SERIOUS & COMPETITIVE
3. PROVIDE FUN FITNESS PROGRAMS AND A PHIT CENTER...
'WHERE EVERYONE WILL WANT TO PLAY'

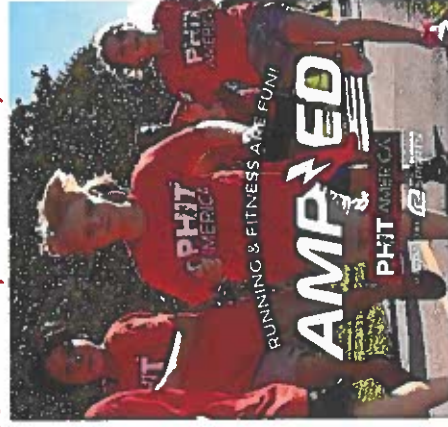


PHIT AMERICA

HEALTHIER, SMARTER, HAPPIER KIDS!

FREE FUN 'LEARN TO PLAY' PROGRAMS - 4 LIFETIME SPORTS

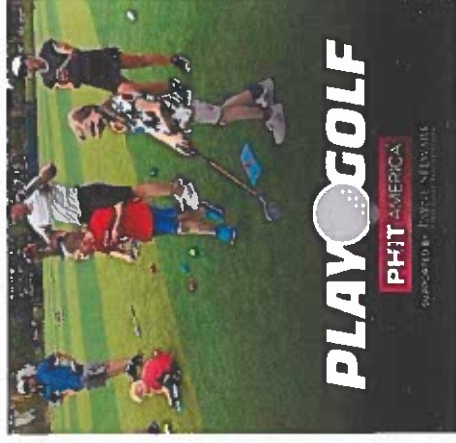
RUNNING, WALKING, FITNESS



TENNIS



GOLF



PICKLEBALL



INCLUDES BILLIE JEAN KING'S EYE COACH - IMPROVING HAND-EYE COORDINATION

[CLICK TO SEE VIDEO OF PHIT PROGRAMS](#)

SUPPLIED TO ALL SCHOOLS IN THE COMMUNITY

THE IDEAL SCHOOL FACILITY WITH GREAT PROGRAMS



A REVOLUTIONARY APPROACH WHICH:

- IMPROVES KID'S PHYSICAL & MENTAL HEALTH
- REPOSITIONS SPORT & FITNESS TO ITS 'ROOTS'...
TEACHING FUN SPORT & PHYSICAL ACTIVITIES FOR LIFE SKILLS
- CENTERED AROUND AN EYE OPENING **PHIT CENTER**
- ALSO USED BY FAMILY MEMBERS & THE COMMUNITY

FROM NATIONAL CHARITY



INCREASING PHYSICAL ACTIVITY FOR IMPROVED HEALTH

PHIT AMERICA COMMITMENTS



PHIT AMERICA'S SUPPORT IS VALUED AT \$200,000+ INCLUDES:

- FOUR (4) LIFE-TIME SPORT PROGRAMS TO YOUR SCHOOL
- PROVIDES YOUR SCHOOL WITH A NEW A STATE-OF-THE-ART PHIT CENTER
- PHIT AMERICA STAFF SUPPORT AND OTHER RESOURCES



PHIT CENTER

PHIT STATION
PLAY COURSE ZONES
2

PHIT STATION
PLAY COURSE ZONES
3

PLAY GOLF

AMPED

AMPED

PLAY TENNIS

FUN FITNESS FOR KIDS & THE FAMILY
PHIT CENTER
FROM NATIONAL CHARITY PHIT

PLAY PICKLEBALL

NETS COURT

NETS COURT

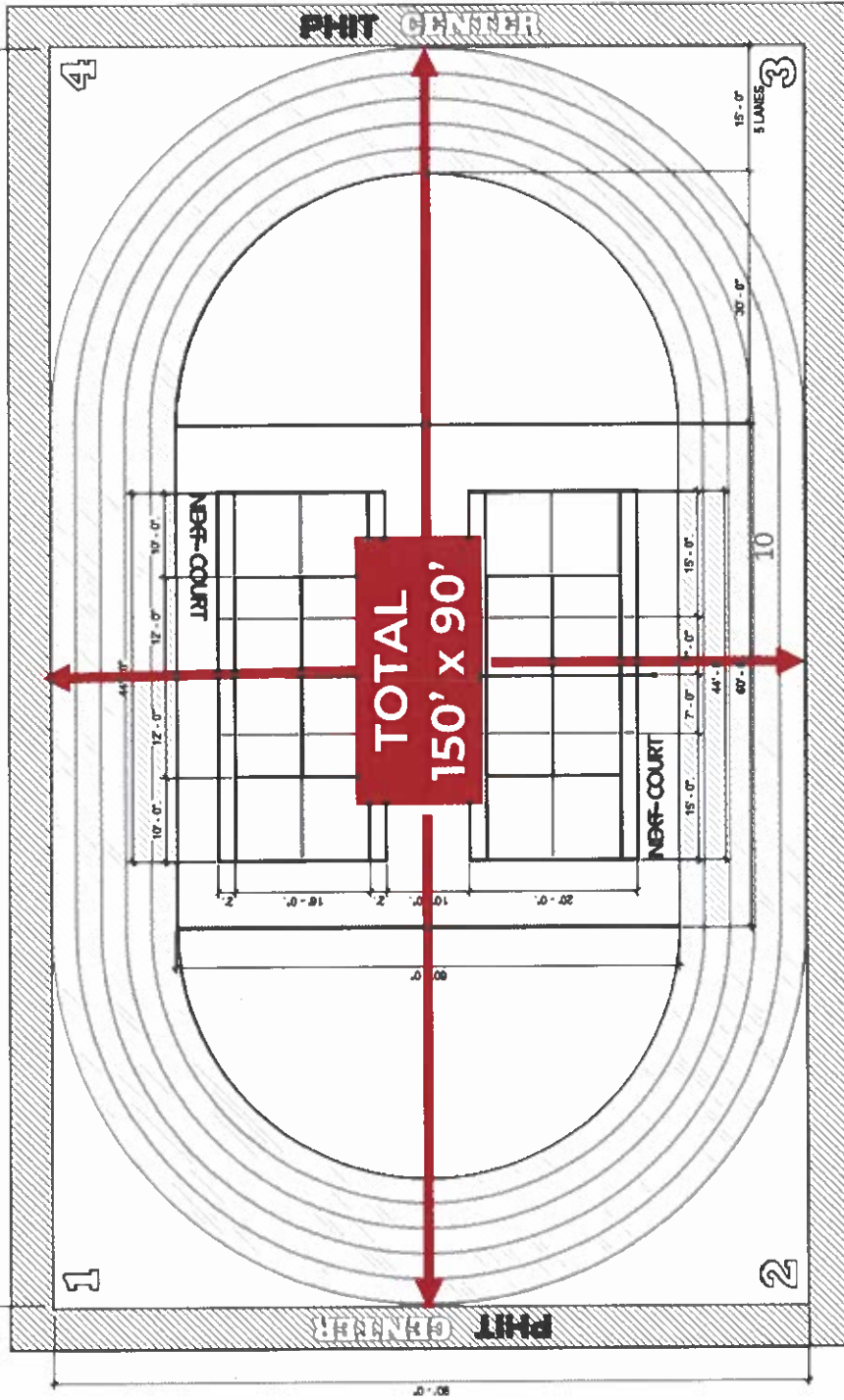
PLAY GOLF

PHIT STATION
PLAY COURSE ZONES
1

PHIT STATION
PLAY COURSE ZONES
4

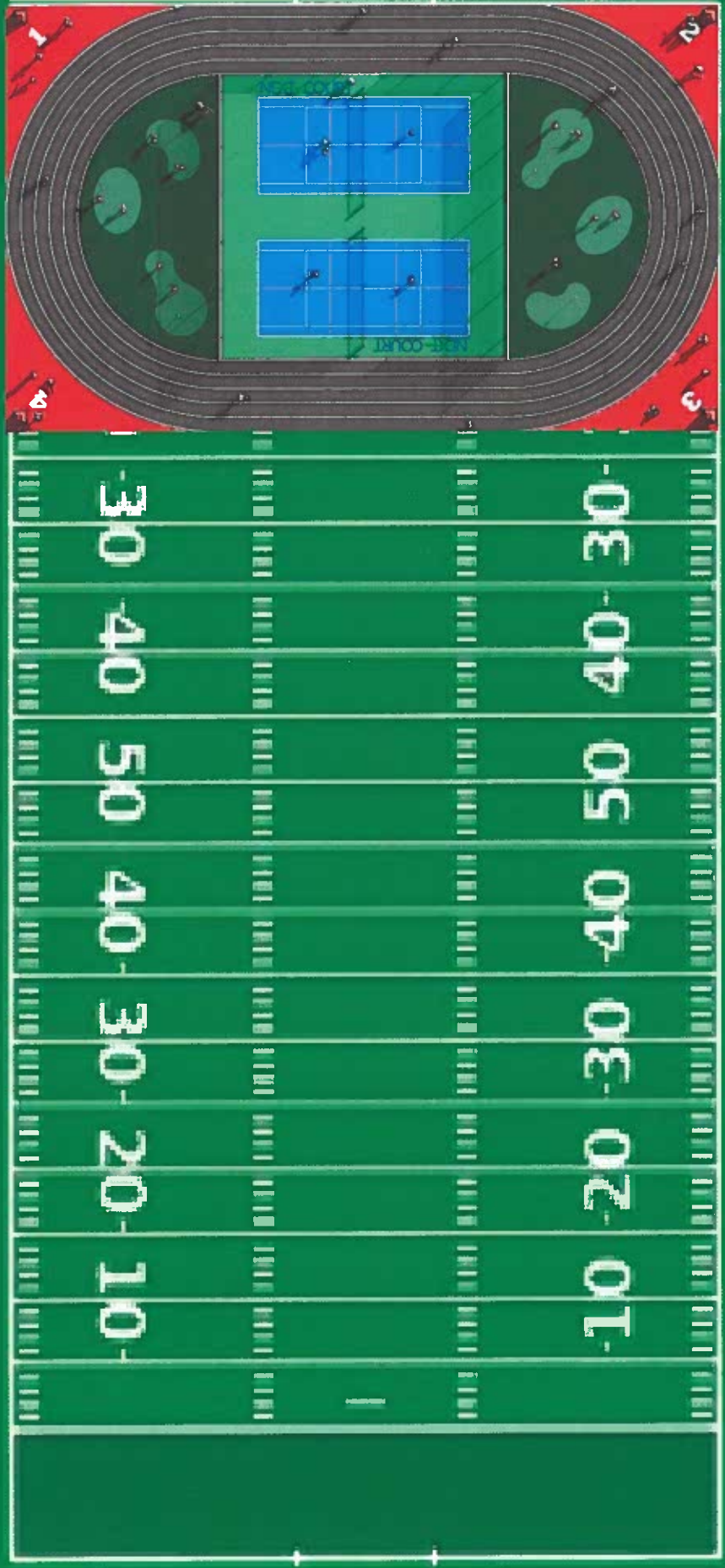
PHIT CENTER

PHIT CENTER



THE PHIL CENTER LAYOUT (150 X 30)

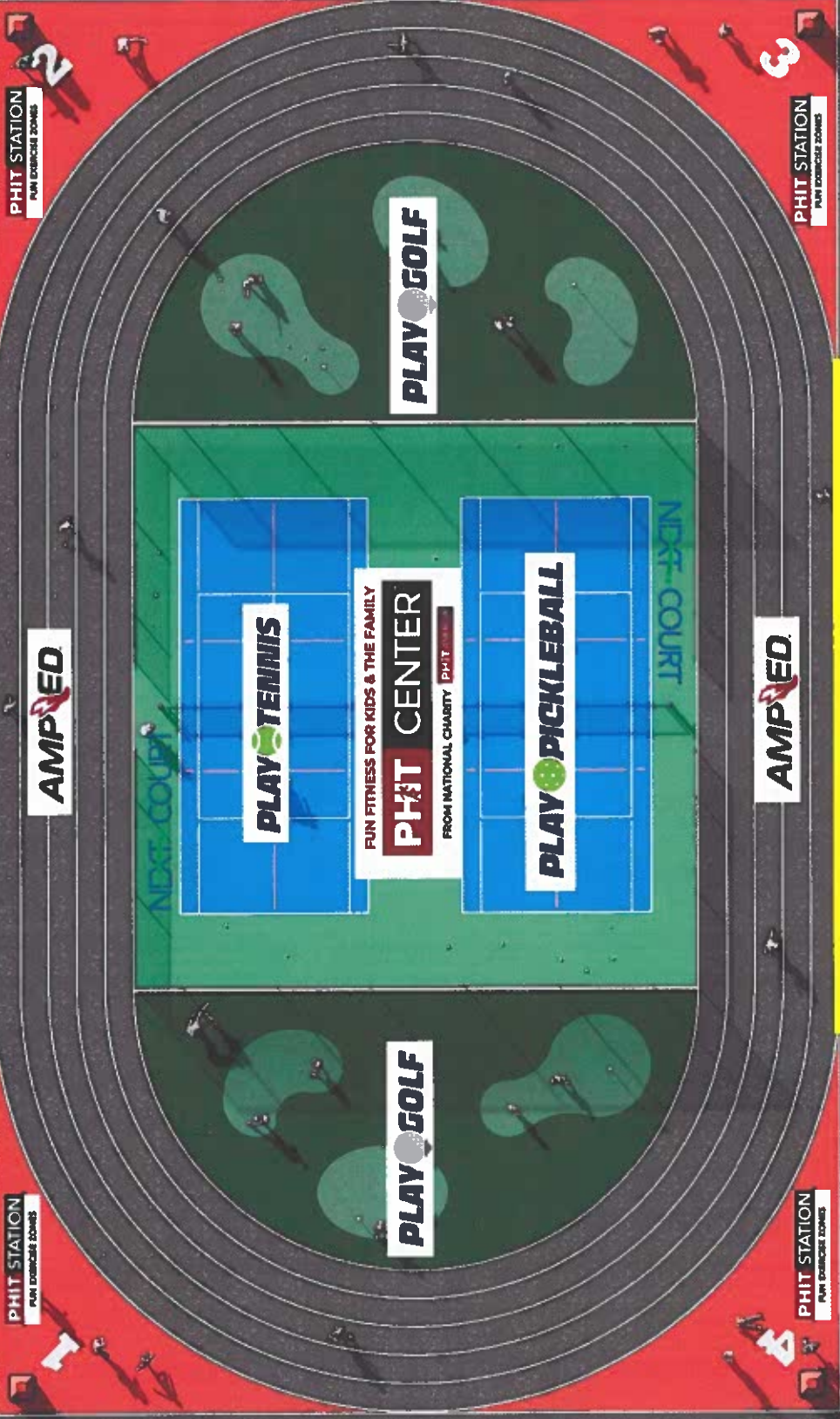
IS APPROXIMATELY 1/4 OF A FOOTBALL FIELD



DIFFERENT VIEWS



PHIT CENTER - THE PLACE EVERYONE WILL WANT PLAY



MORE VIEWS ARE AVAILABLE

SCHOOL COMMITMENTS TO THIS PROJECT

A SCHOOL WHICH...

1. IS DRIVEN TO IMPROVE KIDS' PHYSICAL AND MENTAL HEALTH
2. WILL INCREASE THE NUMBER OF THE DAYS OF PHYSICAL EDUCATION TAUGHT BY A CERTIFIED PE TEACHER*
3. WILL FIND WAYS TO INCREASE PHYSICAL ACTIVITY OUTSIDE OF PHYSICAL EDUCATION
4. WILL DO RESEARCH ON KIDS' PHYSICAL & MENTAL HEALTH (WITH KIDS & PARENTS)
 - HEALTH, FITNESS, ACADEMIC PERFORMANCE, DELINQUENCIES, HAPPINESS, ETC.
 - TO PROVE THE TREMENDOUS BENEFITS OF INCREASED PHYSICAL ACTIVITY
5. ENGAGE THE COMMUNITY TO USE THE **PHIT CENTER** ON WEEKENDS, EVENTS, ETC.
6. WILL MAINTAIN AND PROTECT THE **PHIT CENTER**

PHIT SCHOOL™

*THE INCREASE IS BASED ON THE NUMBER OF DAYS PER WEEK NOW

PHIT AMERICA

JOIN OUR MOVEMENT

INFORMATION ON KEY MEMBERS OF THE
PHIT COMMUNITY LEADERSHIP TEAM

FOUNDER OF PHIT AMERICA - JIM BAUGH
CONTACT - JIM@PHITAMERICA.ORG
BACKGROUND ON JIM - JIM.PHITAMERICA.ORG

PHIT CENTER DESIGN & DEVELOPMENT MANAGER - DAVE MEHARG
BACKGROUND ON DAVE - [SEE HERE](#)

PHIT AMERICA PROGRAMS - JOLYN@PHITAMERICA.ORG

LEARN MORE ABOUT PHIT AMERICA
WEBSITE - PHITAMERICA.ORG
ABOUT - ABOUT.PHITAMERICA.ORG

PHIT AMERICA

HEALTHIER, SMARTER, HAPPIER KIDS!



JIM BAUGH, FOUNDER, PHIT AMERICA

PIONEER OF CHANGE FOR KIDS' HEALTH

- 1973-74 - Set up a Physical Education Program and taught PE for Grades 1-6
- 1990's - Founder of National Charity, **PE4LIFE** – ‘The original PE charity’
- 2000's - Co Author of the **PEP Program** - \$1 Billion for PE programs
- 2000's – First to really Expose the ‘Inactivity Pandemic’
- 2010's - Pushed to pass the **PHIT Act** – Raised \$1 million for lobbying
- 2010's - Founder of **PHIT America** – 1700 Schools – 1,000,000 kids

LEADER FOR CHANGE IN BUSINESS

- 45 Year Career in the Sports & Fitness industry
- Former President - Wilson Sporting Goods - Grew share **12% to 52%**
- Prince - Former VP of Marketing & Sales - Grew share **2% to 35%**
- Converse – Athletic Footwear
- Lead Industry to increase tennis participation – **24 to 30 million players**
- Inductee - **Sports Industry Hall of Fame** and the **Tennis Industry Hall of Fame**
- Cardio Tennis – **Founder**
- United States Tennis Association – **Former Board Member**

PHIT AMERICA

“THIS IS THE MOST IMPORTANT THING I HAVE DONE IN MY LIFE”