

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, April 3, 2013

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (9)	Adam Levy, CBS4 (Chair) Shanika Watson, Florida Department of Health in Miami-Dade County Mario Saballos, Florida Department of Health in Miami-Dade County Amelinda Loddo, Florida Department of Health in Miami-Dade County Leyanee Perez, The American Healthy Weight Alliance Nelly Rubio, CBS4 Cristina Alvarez, VSBrooks Lee Zimmerman, CBS4 Jack Goldberg, Health Council of South Florida (<i>teleconference</i>)	
Welcome and Introductions	The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Adam Levy at 2:07 PM. Members were notified that the meeting was being recorded.	
Approval of Minutes	The minutes from the previous Marketing & Membership Committee meeting were reviewed. A motion to approve the minutes was initiated by Nelly Rubio and seconded by Lee Zimmerman.	
Review Marketing & Communication Workshop feedback results	<p>The results from the proposed Marketing & Communications workshops were reviewed by the committee. Top five voted interests from various committees are:</p> <ol style="list-style-type: none"> 1. Social Media Strategies 2. The Truth about PSAs 3. Press Releases: The Art of Writing 4. Branding: Who are you? 5. Sell What You Know <p>Save the Date- inviting Consortium members to the first workshop held by the Marketing Committee on May 1st, 2013 from 3pm-4pm at the Florida Department of Health Beacon Center.</p> <ul style="list-style-type: none"> • The truth about PSAs and Press Releases: The Art of Writing with the “K.I.S.S.” Rule Workshop <p>Nelly suggests a follow up survey on Social Media in terms of what the needs are. i.e. to recruit members.</p>	<p>Shanika will create Save the Date RSVP invitation and send to members as soon as possible</p>

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<p>Update on plan for “Make Healthy Happen” sponsors</p>	<p>Members discussed finding sponsors to continue the Make Healthy Happen campaign. Some possibilities that were presented are: Badia, Publix, FIU and Baptist Hospital of Miami.</p> <p>Presentation-</p> <p>Update on plan for relaunching “Make Healthy Happen” campaign</p> <ul style="list-style-type: none"> • Cristina conducted a presentation on Make Healthy Happen <ul style="list-style-type: none"> ➤ Objective is to obtain funding from sponsors extracted from local circle of influence to continue disseminating the Make Healthy Happen message to under insured, under served populations in Miami-Dade. <p>Amy mentioned Make Healthy Happen information is being transferred into www.healthymiamidade.org</p> <p>Adam mentioned the campaign should be done by tv, radio and print in 3 different languages. He also mentioned committee can not move forward until Florida Health in Miami-Dade County approves whether or not the Marketing & Membership committee can relaunch the campaign.</p>	<p>Follow up with Florida Health in Miami-Dade county and Executive Board on relaunch component.</p>
<p>Member updates</p>	<p>Shanika Watson was welcomed as new community liaison to the committee.</p>	
<p>Other Business</p>	<ol style="list-style-type: none"> a. Old Business <ol style="list-style-type: none"> i. No update b. New Business <ol style="list-style-type: none"> i. Spring into Wellness Fair -April 26, 2013 at the Stephen P. Clark Center (more information will be given at upcoming Executive Board meeting on April 8, 2013.) <ul style="list-style-type: none"> ➤ Opportunity for committee chairs to talk about their committee and what they do in the Consortium as a whole. 	

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	<p>c. Upcoming events</p> <ul style="list-style-type: none"> i. Miami's 2013-2018 Community Health Priorities, Goals and Strategies meeting- 5 Year Plan for Miami Dade County United Way Building 3250 SW 3rd Ave Miami, FL 33129 April 11, 2013 ii. 10th year Anniversary for the Consortium May 24, 2013 Location TBD (Save the Date was sent out) 	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on May 1, 2013 at 2:00 PM at the Beacon Center.</p> <p>The meeting was adjourned by Adam Levy 3:25PM.</p>	