

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, August 7, 2013

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (13)	Adam Levy, CBS4 (Chair) Cristina Alvarez, CA Consulting (Vice-Chair) Shanika Watson, Florida Health in Miami-Dade County Amelinda Loddo, Florida Health in Miami-Dade County David Angarita, John Hopkins University Megan Garber, University of Miami Leyanee Perez, The American Healthy Weight Alliance Nelly Rubio, CBS4 Lee Zimmerman, CBS4 Jessica Weigner, Florida Health in Miami-Dade County Maria Hildago Diaz, Vitas Innovative Hospice Care Sandra Colon, Senior Concerns Florida SMP Jeff Hurst, Department of Children and Families	
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 3:25PM. 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 Lee Zimmerman.	
Review Marketing & Membership Workshop feedback results	<p>Consortium members were invited to attend the third workshop entitled Public Speaking held by the Marketing & Membership Committee on August 7th, 2013 from 2pm-3pm at the CBS4 news location. The presenters were Greg Barnes (Professor of Communications at Broward College) and Elliot Rodriguez (CBS4 Co-anchor of South Florida).</p> <p>Committee discussed another workshop topic. Nelly suggests having a workshop on Managing Media Interviews. Requires different strategies, coaches for companies being interviewed by the media. It will provide opportunities for the committee members to be interviewed by the media.</p> <p>Adam mentioned a workshop that can be done for September can be one on</p>	

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	<p>Basics of Salesmanship. Everyone has a need to go out and sell their organization for funding. In an environment where we are not operating on a grant and are all trying to find funding. The three options for the next workshop are:</p> <ol style="list-style-type: none"> 1. Basics of Salesmanship 2. Branding: Who are you? 3. Managing Media Interviews <p>Members from different committees will have the option to choose one out of the three topics for the September workshop. The next workshop will be based on the majority of votes on the selected choice.</p> <p>Branding: Who are you? was the second highest voted topic from the committee members. This was based on the original workshop topic list. Nelly clarified the term branding by the Consortium in terms of goals. Nelly mentioned she knew someone who could speak on Branding by the name of Brewster Kahle.</p> <p>It was also suggested by Adam that there be a second Public Speaking workshop held in the near future for those unable to attend this first Public Speaking workshop. It was recommended that Greg (Public Speaking presenter) present again. Nelly mentioned Greg Barnes is willing to present again.</p> <p>Nelly suggested that the Speakers Bureau have a Consortium wide call to establishing a speakers bureau for each of the committees. She recommended each committee has a speakers bureau in which Consortium members that have expertise in a specific area can be available.</p> <p>Adam mentioned the best way to implement a Speakers Bureau will be discussed at next Executive Board meeting on September 9, 2013.</p> <p>Cristina brought up two questions: How do we work together amongst the committees? How open is the communication on what everyone else is doing? It was mentioned that the Speakers Bureau can bring forth</p>	<p>Shanika will send out survey monkey to committees to find out top selection for September workshop.</p>
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	togetherness amongst the committees.	
Update on plan for “Make Healthy Happen” sponsors	<p>It was discussed that the Health Council of South Florida will officially be a fiscal agent. Marketing and Membership’s goals are to continue having workshops and keep the Make Healthy Happen brand going.</p> <p>Maria mentioned she has connections in terms of radio and is willing to offer help with the Make Healthy Happen promotional component. She also said that two radio stations will do the Public Service Announcements at no charge.</p>	Find funding from companies that will help support buying media to keep bus boards and tv, radio spots on air across all three languages.
Executive Board update	Leyanee—Chair of Health Promotion & Disease Prevention, mentioned the Community Health Improvement Plan (CHIP) was presented by Charlotte Waddell, FL Health in Miami Dade County.	
Other Business	<ul style="list-style-type: none"> a. Old Business <ul style="list-style-type: none"> i. See above. b. New Business <ul style="list-style-type: none"> ➤ Workshop (TBA) will be held on September 4, 2013. <p>Nelly mentioned CDC concluded today that obesity in young kids has dropped for the first time in years. Feels the Consortium should take credit for that accomplishment.</p> <p>Nelly also had two suggestions regarding a Speaker’s Bureau: Either each committee has their own Speaker’s Bureau that they manage or A Consortium wide Speaker’s Bureau managed by a staff person that provides information of the experts.</p> <ul style="list-style-type: none"> c. Upcoming events <ul style="list-style-type: none"> i. None 	



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Adjournment	The next Marketing and Membership Committee meeting will be held on September 4, 2013 at 2:00 PM at the Beacon Center: 8323 NW 12 Street, Suite 212. The meeting was adjourned by Nelly Rubio at 4:41PM.	
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