

## CONSORTIUM FOR A HEALTHIER MIAMI-DADE Marketing & Membership Committee Meeting Wednesday, June 5, 2013

| TOPIC   | DISCUSSION  | ACTION NEEDED  |
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| Members Present (10)                                    | Adam Levy, CBS4 (Chair) Cristina Alvarez, VSBrooks (Vice-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 Lee Zimmerman, CBS4 Cristina Tuero & Maura Shiffman, Health Council of South FL for Jack Goldberg Leticia Pelaez, VS Brooks |  |
| Welcome and<br>Introductions                            | The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Adam Levy at 2:14PM. 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 Mario Saballos and Lee Zimmerman.  |  |
| Review Marketing & Membership Workshop feedback results | Save the Date- inviting Consortium members to the third workshop held by the Marketing & Membership Committee on August 7th, 2013 from 2pm-3pm at the CBS4 news location.  • Public Speaking Workshop  Nelly suggests having an expert and someone from CBS4 to present the   | Shanika will create Save the Date RSVP invitation and send to members. |
|   | workshop. One recommendation is Elliot Rodriguez from CBS4.  Cristina suggests the meeting and workshop be held at the CBS4 location, due to Elliot having to be at the station at 3pm. To include a quick tour of the facility.  | Continue to have workshops.  |



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| Update on plan for "Make Healthy Happen" sponsors | <ul> <li>Can we go to a third party to help fund projects through the committee that the Consortium wants to take up?</li> <li>Department of Health cannot be the fiscal agent due to departmental rules and regulations.</li> <li>To continue the Make Healthy Happen Brand, Marketing &amp; Membership Committee waiting on the Department of Health's approval on a fiscal agent.</li> <li>Another possibility is going through a grant process.</li> </ul> | Mrs. Weller-DOH still working on a fiscal agent. |
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| Executive board update                            | Leyanee—Chair of Health Promotion & Disease Prevention, mentioned Ian Hoare—Organizational Psychologist discussed the Stage gate process at the Executive board meeting on May 13, 2013. Presentation entailed how to launch a new initiative and its steps to follow. He spoke about a series of questionnaires that should be answered before launching a new project.  Campaign to be launched by Marketing & Membership committee.                         |  |
| Other Business                                    | <ul> <li>a. Old Business <ol> <li>i. Nelly Rubio-CBS4 received an award for her services from the Consortium for a Healthier Miami Dade Annual Showcase Meeting held on May 24, 2013. CBS4 news also received an award.</li> </ol> </li> <li>b. New Business <ol> <li>i. Tips on Public Speaking</li> <li>Workshop- August 7, 2013</li> </ol> </li> <li>c. Upcoming events <ol> <li>i. None</li> </ol> </li> </ul>   |  |
| Adjournment                                       | The next Marketing and Membership Committee meeting will be held on <b>August 7,2013</b> at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami FL 33172.   |  |



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| July meeting will be cancelled, due to the observance of the 4 <sup>th</sup> of July holiday.  |
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| The meeting was adjourned by Adam Levy 2:41PM. Social Media Strategies workshop was followed after the Committee meeting from 3:00PM-4:00PM. |