

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, May 1, 2013

| TOPIC | DISCUSSION | ACTION NEEDED |
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| Members Present (8) | 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 Charlotte Waddell, Florida Department of Health in Miami-Dade County Leyanee Perez, The American Healthy Weight Alliance Nelly Rubio, CBS4 Lee Zimmerman, CBS4 | |
| 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 2:08PM. 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 Leyanee Perez. | |
| Review Marketing & Membership Workshop feedback results | <p>Big interest in Social Media Strategies, according to what people want regarding having a workshop.</p> <p>Adam suggests a workshop on Social Media Strategies be held in June 2013 . Cristina has a presenter (Danny Timiraos- Director of Interactive and Social Media) from her agency that has expertise in Social Media Strategies.</p> <p>Nelly suggests having a presenter also from a non-profit sector from Neighbors for Neighbors program. Adam recommends Nicole Maristani – Neighbors for Neighbors as the second presenter for the Social Media Strategies workshop.</p> <p>Adam suggests a follow up email to those interested in the Social Media Strategies workshop on what questions/ specific topics would individuals like to be addressed. The purpose of the workshop is to ensure workshop content is appropriate and as helpful as possible to attendees.</p> <ul style="list-style-type: none"> • Cristina is interested in Twitter strategies. She also suggested Public | |

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| | <p style="text-align: center;">Speaking as an upcoming workshop topic.</p> <p>Save the Date- inviting Consortium members to the second workshop held by the Marketing & Membership Committee on June 5th, 2013 from 3pm-4pm at the Florida Department of Health Beacon Center.</p> <ul style="list-style-type: none"> • Social Media Strategies Workshop <p>Adam – apprehensive about having a “Branding” presentation/ workshop. Big undertake to build a brand. Unsure of how valuable it would be to each specific committee. Only for the Consortium as a whole to have a Branding initiative.</p> | <p>Shanika will create Save the Date RSVP invitation and send to members.</p> |
| <p>Update on plan for “Make Healthy Happen” sponsors</p> | <p>Nelly suggests we attend events similar to Heart of a Chef that took place at Fairchild Tropical Gardens on April 28, 2013. We can offer health fairs at these events. This can market what this committee has to offer.</p> <ul style="list-style-type: none"> • Lee Zimmerman suggests we have a tasting at Whole Foods venue as an added attraction to promote eating healthier foods. | <p>Raising money to keep the Make Healthy Happen campaign going, extend the brand.</p> <p>Continue to have workshops.</p> |
| <p>Member updates</p> | <p>Leyanee—Chair of Health Promotion & Disease Prevention, spoke about her experience as guest speaker at the Spring into Wellness Fair that was held on April 26,2013. Community members were disengaged. Only two people were attentive. Mentioned there is a lack of awareness in the community.</p> | |

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| <p>Other Business</p> | <ul style="list-style-type: none"> a. Old Business <ul style="list-style-type: none"> i. No update b. New Business <ul style="list-style-type: none"> i. Tips on Public Speaking <ul style="list-style-type: none"> ➤ Tentatively for month of July 2013 ii. Taking on Speaker's Bureau as a possibility in the future, however not at the moment. c. Upcoming events <ul style="list-style-type: none"> i. Consortium's 10th year Anniversary May 24, 2013 8:00am-12:00pm Sofitel Hotel 5800 Blue Lagoon Drive Miami, FL 33126 | <p>Lee working on securing an emcee for the event.</p> |
| <p>Adjournment</p> | <p>The next Marketing and Membership Committee meeting will be held on June 5, 2013 at 2:00 PM at the Beacon Center.</p> <p>The meeting was adjourned by Adam Levy 3:06PM. The truth about PSAs and Press Releases workshop was followed after the Committee meeting from 3:00PM-4:00PM.</p> | |