

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, November 6, 2013

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (8)	Adam Levy, CBS4 (Chair) Cristina Alvarez, CA Consulting (Vice-Chair) Shanika Watson, Florida Health in Miami-Dade County Leyanee Perez, The American Healthy Weight Alliance Lee Zimmerman, CBS4 Mayra Garcia, Florida Health in Miami-Dade County Anthony Rouzier, Henry Gets Moving Mia DeVane, Farm Share	
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 2:01PM. 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 a Lee Zimmerman and Mia DeVane.	
Review Marketing & Membership Workshop feedback results	<p>Consortium members were invited to attend the fifth workshop entitled Procuring Sponsorships held by the Marketing & Membership Committee on November 6, 2013 from 3pm-4pm at the Beacon Center. The presenter was Christopher Noe, Center for Strategic Philanthropy & Civic Engagement Social Enterprise Advisor, Senior Partner.</p> <p>Committee discussed workshop topics for the month of December. Adam suggested having another workshop on Public Speaking with presenter, Greg Barnes. Greg confirmed with Lee that he will come back to present again on Public Speaking. The next workshop will be held on December 4, 2013 from 3pm-4pm at the CBS4 venue. There was discussion that this workshop will be capped to 35 attendees, due to limited seating capacity at the CBS4 venue.</p> <p>As far as future Marketing and Membership workshops, the Marketing & Membership committee discussed having a Social Media workshop again. Adam suggested Jason Mizrachi to conduct an in depth Social Media workshop.</p> <p>CBS4 is in the midst of a Social media campaign mostly on facebook.</p>	

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	<p>Anthony (Henry Gets Moving) suggested having this workshop on why and how to track Social Media. Crowd funding is becoming very popular and involves reaching out to good neighbors.</p> <p>Miamimatters.org website was mentioned for useful information on the Health Council of South Florida initiative: Measuring what matters in Miami-Dade.</p> <p>Adam mentioned it would be a good idea to have the Social Media #2 workshop after fundraising in January 2014.</p> <p>The January 2014 Workshop will be called Social Media campaigns on a limited budget.</p>	<p>Shanika will compile a list of topics that the audience mentioned they are interested in for the next meeting.</p> <p>Shanika will send out surveymonkey invitation to committees so members can sign up to attend workshop.</p>
<p>Update on plan for “Make Healthy Happen” sponsors</p>	<p>Adam mentioned the strategy was to keep the Make Healthy Happen campaign going and relevant in the public eye. A lot of work was previously done with Make Healthy Happen. The idea is to have a coordinated effort to organize media plan and all the facets of it. Administer that plan back to a third party fiscal agent. Trying to look at another way to go to achieve the same goal, but on a small scale that would be attainable.</p> <p>Adam mentioned Publix would pay for a 30 second message under the Make Healthy Happen brand if the MM committee had someone running through a healthy food aisle at Publix and saying: “Want a quick meal to prepare food for your family that doesn’t cost a lot of money and doesn’t take a lot of time.” Having 5 rotating messages. If this initiative can be handed off to CBS4 where they can bring their production resources to the table, it can essentially act as the fiscal agent. They would negotiate the fees from Publix and they would take the Make Healthy Happen brand to create this messaging and benefit from the money Publix would pay. They would pay to have this type of message on the air. Another company that would jump to this idea is a health company, for example a hospital or insurance provider like Florida Blue. The Health Specialist can do a 30 second message that states, “Hi, I’m Dr. Levy from University of Miami Health</p>	

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	<p>Systems, here is a great way to stay healthy without going to the gym...Walk around the block four times.” Can’t allow any sponsors to have a sales message. Needs to have a Hispanic component, perhaps Univision, in which Adam knows someone that works there.</p> <p>Overall, the idea is that Adam will go to Publix and offer Publix the notion to participate in the Make Healthy Happen in Miami. They would pay for the advertising. The goal is to present eating healthy ideas, in which Publix has the expert in their store. The incentive for Publix would be them sending a positive message for the community.</p> <p>Cristina mentioned the Florida Department of Agriculture has millions to spend on media and they have a brand called Fresh from Florida (a corporation of fish and agriculture).</p>	
<p>Executive Board update</p>	<p>The strategic plan was reviewed at the Executive Board meeting. Some strategies were added and some were updated. The speaker’s bureau was brought up by Adam of how it can be changed or what the mission may be. Should the speakers bureau be internal or handled by multiple committees are the questions he addressed with Karen Weller (DOH-Miami-Dade Director). Adam mentioned that Karen will get back with him. Wants direction as to where the Speaker’s Bureau will go. The Consortium as a whole needs to decide what the Speaker’s Bureau has to be.</p>	
<p>Other Business</p>	<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"> ➤ Public Speaking workshop #2 to be held on December 4, 2013. <p>The Marketing and Membership Committee currently has a \$1,200 stipend to be used. One idea suggested was to do Healthy Tips commercials. This will be further discussed in the next meeting.</p>	

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	c. Upcoming events i. None discussed.	
Adjournment	The next Marketing and Membership Committee meeting will be held on December 4, 2013 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172 . The meeting was adjourned by Adam Levy at 2:59PM.	