

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, October 2, 2013

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (12)	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 Bernice Mena, Urban Health Partnerships Leyanee Perez, The American Healthy Weight Alliance Nelly Rubio, CBS4 Lee Zimmerman, CBS4 Mayra Garcia, Florida Health in Miami-Dade County Mia DeVane, Farm Share Jeff Hurst, Department of Children and Families Anthony Rouzier, Henry Gets Moving	
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 2:18PM. 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 fourth workshop entitled Branding: Who Are You? held by the Marketing & Membership Committee on October 2, 2013 from 3pm-4pm at the Beacon Center. The presenters were Chris Carroll (EVP Executive Group Director- Operational Development, Zimmerman Advertising) and Tracy Letize (Programming & Creative Services Director, WFOR-TV & WBFS). </p> <p> Committee discussed workshop topics for the month of November. One suggestion was to have another workshop on Public Speaking with presenter, Greg Barnes. Another suggestion was to host a workshop on sponsorships, since the Florida Department of Health cannot participate in sponsorships. Amy mentioned the Florida Department of Health normally tells committee members to go out and get sponsorships. It will be useful for the Consortium to have a workshop on this topic. </p>	

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, October 2, 2013

	<p>Nelly recommended Derek Hodes who gets all the sponsors for the corporate runs. He has his own agency and one of the best. His company is called Momentum and they find sponsors for all events. Adam mentioned the name of the workshop can be called Sponsorship Procurement.</p> <p>Amy mentioned the Health Promotion and Disease Prevention committee is going after sponsorship as an actual conference place in Hialeah in regards to the Healthy Happens Here card.</p> <p>Lee also brought up Grant Writing as another potential workshop topic.</p> <p>Anthony brought up identifying different types of grants that can offer a launch pad to good marketing initiative. It was mentioned that it would be going after foundation or government money and would have to benefit the Consortium. Amy mentioned usually when anything is related to the Health Council of South Florida, committees write up their own grant. Grant writing will be brought up at the next Executive Board meeting.</p> <p>Nelly mentioned another function of the Marketing and Membership committee is to seek funding for the committee. A fiscal agent (Health Council of South Florida) had been established. As a committee, Adam mentioned we have not tackled it, but it is something we will get to. The Marketing and Membership committee will continue to have workshops.</p> <p>The committee agreed to have Event Sponsorship and Procurement as the next November workshop.</p> <p>Adam mentioned another potential workshop in the near future could be Increasing Membership. This can benefit all committees of the Consortium for a Healthier Miami-Dade.</p> <p>The Speakers Bureau was suggested as a way to bring more people to committees. Having a speaker come out to different events to talk about the Consortium for a Healthier Miami-Dade to recruit members.</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>Shanika will send out surveymonkey invitation to committees so members can sign up to attend workshop.</p>
--	--	---

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, October 2, 2013

	<p>Adam mentioned would it be beneficial for a speaker to appear at events to talk about the works of the Consortium and then go into the specific committees and invite people to become members.</p> <p>Nelly's other option is that each committee designates specific people to address those topics and create an overall Speakers Bureau. Having experts in each committee. The question is who is going to take on the big task.</p> <p>Nelly mentioned she can put a list together of likely organizations that can be addressed since she has done it before. Each committee does their own booking.</p>	
<p>Update on plan for "Make Healthy Happen" sponsors</p>	<p>From the previous August Marketing & Membership meeting, 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>Executive Board update</p>	<p>Adam mentioned although he did not attend the Executive Board meeting, Mrs. Weller spoke about the strategic plan and CFPW success stories. 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. Strategies of the CHIP are to be reviewed and any suggestions need to be submitted to DOH-Miami-Dade.</p> <p>It has not been defined yet as to how the Speakers Bureau will proceed. It is left up to the Consortium for a Healthier Miami-Dade to decide. DOH-Miami-Dade can only offer suggestions regarding the Speakers Bureau.</p>	<p>For the next Executive Board meeting, Adam mentioned he will bring up where the direction of the Speakers Bureau will go as well as how to increase Consortium membership.</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 	

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, October 2, 2013

	<ul style="list-style-type: none"> ➤ Procuring Sponsorships workshop to be held on November 6, 2013. <p>Anthony suggested recruiting college/university students to become part of the Consortium for a Healthier –Miami Dade. The committee agreed that this would be a good idea but what are we looking for from those members. Leyanee mentioned when it comes to the Health Promotion and Disease Prevention Committee, her member target are business sectors.</p> <ul style="list-style-type: none"> c. Upcoming events <ul style="list-style-type: none"> i. Community Health Improvement Plan final review process October 18, 2013 8:00am- 12:00pm United Way Building, The Ansin Building Ryder Room 3250 SW 3rd Ave Miami, FL 33129 	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on November 6, 2013 at 2:00 PM at the Beacon Center: 8323 NW 12 Street, Suite 212.</p> <p>The meeting was adjourned by Adam Levy at 3:05PM.</p>	