

CONSORTIUM FOR A HEALTHIER MIAMI-DADE  
Marketing & Membership Committee Meeting  
Wednesday, April 2, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (4)	<p>Nelly Rubio, CBS4 for Adam Levy, Chair Shanika Watson, Florida Health in Miami-Dade County Cristina Alvarez, Cristina Alvarez Consulting Leyanee Perez, The American Healthy Weight Alliance, Inc.</p>	
Welcome and Introductions	<p>The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing &amp; Membership Committee was brought to order by Nelly Rubio at 2:08PM. Members were notified that the meeting was being recorded.</p>	
Approval of Minutes	<p>The minutes from the previous Marketing &amp; Membership Committee meeting were reviewed. A motion to approve the minutes was initiated by a Cristina Alvarez and Leyanee Perez.</p>	
Marketing & Membership Workshop	<p>Consortium members were invited to attend the tenth workshop entitled <i>Health Public Relations Best Practices</i> hosted by the Marketing &amp; Membership Committee on April 2, 2014 from 3pm-4pm at CBS4. The presenter is Kathy Barbour, Corporate Director of Public Relations &amp; Marketing.</p> <p>It was suggested that Leyanee present on the Healthy Happens Here Initiative for the May workshop. It should be marketed by the Marketing &amp; Membership committee. Leyanee explained the first goal is to target 50 restaurants with healthy meals. If the restaurants decide to go with Spot On, they pay for the tablet (IPad), a key card to scan rewards. The restaurant owner would pay \$60 a month. Spot On will be used to launch the restaurants.</p> <p>Leyanee mentioned she needs help with marketing to the restaurant owners and the public.</p> <p>Leyanee went to La Carreta to launch this initiative and faced challenges with the owner. Her goal is to get this restaurant on board. Goal is to educate restaurant owners on the Healthy Happens Here Initiative.</p>	<p>Shanika will send out survey monkey invitation to committees so members can sign up to attend workshop.</p>

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<p>Moving Forward</p>	<p>Speakers Bureau          Committee will move forward with the Speakers Bureau as a means of getting the committees out there. 2 things to look at: Let more people know about the Consortium and the work we are doing and the message of Make Healthy Happen and also to recruit members from different organizations to increase membership.</p> <p>Speakers Bureau recap:          Nelly- The idea on Speakers Bureau is that each committee is to have one or several persons trained to be speakers on behalf of that topic. As the requests come in on a topic, it is given to the committee Chair who identifies the people who are trained to be speakers on that committee. A schedule is then worked out. Nelly believes outreach is to be done as well for recruitment. She suggested sending letters to school PTAs, Junior Leagues, and Condo Associations for recruitment. Overall, the need is for outreach so people know the Speakers Bureau is available. This can also bring more members to the Consortium.</p> <p>Nelly compiled a list of organizations of potential interest for the Speakers Bureau. She targeted the MDCPS PTA, Student Services Directors for all the college campuses, condo associations, and rotary clubs in Miami. Adam and K.Weller approved the letter and it will be placed on Adam's stationery.</p>	<p>Speakers Bureau website is currently being revamped by web administrator-Frankel.</p>
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<p>Update on plan for “Make Healthy Happen” sponsors</p>	<p>None discussed.</p>	
<p>Executive Board update</p>	<p>Leyanee presented on the Healthy Happens Here Initiative at the last Executive Board meeting on March 10, 2014. She focused on everything that they have been working on for the last year. This same presentation was presented to the Miami Dietetics Association, Spot On and the Health Foundation. Leyanee went to a restaurant called Pizza Delight to launch a healthy menu consisting of a healthy pizza, pasta and wrap.</p> <p>Consortium Annual Event is on April 25, 2014 from 8am to 12pm. Committees that will be highlighted are the Children Issues/Oral Health, Marketing &amp; Membership and Elder Issues. Shanika explained the Children Issues Consortium Child Care Initiative to the Marketing committee. It was suggested that Marketing &amp; Membership get involved with a Press Release and/or Media component for this childcare initiative.</p> <p>Nancy Maidique, Tobacco Free Workgroup reported on presenting to the commissioners on the preemption clause.</p>	<p>Shanika will send Nelly the spreadsheet of all the childcare information.</p>
<p>Other Business</p>	<p>a. Old Business- None</p> <p>b. New Business Nelly mentioned that CDC reported that preschoolers are showing the most improvement in terms of obesity and eating healthy foods.</p> <p>c. Upcoming events</p> <ul style="list-style-type: none"> <li>• Consortium Annual Event- April 25, 2014. Location TBD.</li> </ul>	

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Adjournment	The next Marketing and Membership Committee meeting will be held on <b>May 7, 2014</b> at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by Adam Levy at 2:58PM.	
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