

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, August 6, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (5)	<p>Shanika Watson, Florida Health in Miami-Dade County Nelly Rubio, CBS4 (Vice Chair) Lee Zimmerman, CBS4 Jeff Hurst, Department of Children and Families 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 & Membership Committee was brought to order by Nelly Rubio at 2:15PM. Members were notified that the meeting was being recorded.</p>	
Approval of Minutes	<p>The minutes from the previous Marketing & Membership Committee meeting were reviewed. A motion to approve the minutes was initiated by Jeff Hurst and Leyanee Perez.</p>	
Marketing & Membership Workshop	<p>Consortium members were invited to attend the presentation entitled Health Council of South Florida hosted by the Marketing & Membership Committee on August 6, 2014 from 3pm-4pm at CBS4. The presenter is Marisel Losa, President and Chief Executive Officer.</p> <p>Speakers Bureau</p> <p>Nelly mentioned during the September Executive Board meeting, she will discuss how the Speakers Bureau will be executed. She will discuss the procedures in place as well as having the Chairs help with marketing. Shanika mentioned the Consortium Web Administrator is still working on updating the Speakers Bureau to also include a list of topics for people to choose. She also mentioned the change that will take place regarding the Areas of Expertise. The current list of areas of expertise will be changed to committee labels and each speaker can put in their specific topics.</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>Nelly mentioned a Focus on South Florida interview will take place eventually with all of the Consortium committees. The next one will be with Nancy Maidique, Chair of the Tobacco Free Workgroup.</p> <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> - Health Council of South Florida (today) - Jessie Trice Community Health Center - Children’s Trust- Children’s Health Program - Grant Writing- Cristina, former Vice-chair was recommended to speak. This is her area of expertise. 	
<p>Update on plan for “Make Healthy Happen” sponsors</p>	<p>None discussed.</p>	
<p>Executive Board update</p>	<p>Nelly mentioned Partnerships to Improve Community Health grant was discussed at the last Executive Board meeting. Nelly mentioned the difference between the Communities Putting Prevention to Work grant and the PICH grant is that CPPW focused on policy. The PICH is geared to working on strategies to accomplish a healthier community. Focus interview was played during the meeting regarding Alina speaking about the Consortium for a Healthier Miami-Dade. This interview took place in June 2014.</p>	
<p>Other Business</p>	<ul style="list-style-type: none"> a. Old Business- None. b. New Business- None. 	

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	<p>c. Upcoming events-</p> <p>Children Issues committee presents: Child Care Provider Appreciation Luncheon August 28, 2014 11:15AM – 1:00PM</p>	<p>Shanika will send Lee a Media Advisory regarding the Child Care Provider Appreciation Luncheon. This event is not open to the public.</p>
<p>Adjournment</p>	<p>The next Marketing and Membership Committee meeting will be held on September 3, 2014 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by Nelly Rubio at 3:05PM.</p>	