

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, February 5, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (10)	<p>Adam Levy, CBS4 (Chair) Shanika Watson, Florida Health in Miami-Dade County Lee Zimmerman, CBS4 Nelly Rubio, CBS4 Jeff Hurst, Department of Children and Families Leyanee Perez, The American Healthy Weight Alliance, Inc. Catherine Chang-Martinez, Florida international University Lisa Colsky, Baptist Hospital of Miami</p> <p><u>Teleconference</u> Helga Goebel, Helga Goebel business Gorki De Los Santos, Coca-Cola</p>	
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 2:11PM. 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 Nelly Rubio and Lee Zimmerman.	
Review Marketing & Membership Workshop feedback results	<p>Consortium members were invited to attend the eighth workshop entitled <i>Electronic Cigarettes & Marketing</i> hosted by the Marketing & Membership Committee on February 5, 2014 from 3pm-4pm at CBS4. The presenter is Nancy Maidique, Chair of Tobacco Free Workgroup.</p> <p>Committee discussed E-Cigarettes topic and how doctors consider it to be healthier, but literature does not support that. There are a lot of chemicals in E-Cigs but we don't have the conclusive data yet.</p>	

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	<p>Committee discussed workshop topics for the month of March 2014. Adam suggested Karen Weller, Director of Office of Community Health & Planning present on the Consortium for a Healthier Miami Dade at the March Marketing & Membership committee meeting. Mrs. Weller confirmed she would present on the Consortium. It was recommended that Mrs. Weller present on a general outline of the goals of the department and how they integrate with the Consortium as well as talking about each committee and what they are doing. As a different course of action, this would be to motivate people coming into the new year and feel a connection with the Florida Department of Health leadership.</p> <p>As far as future workshops, Nelly suggested another workshop on Public Relations. An expert that specializes in Health Public Relations. Leyanee suggested Business Etiquette- Collaboration amongst committees as a workshop topic. Adam brought up the speakers bureau for future. Shanika mentioned speakers bureau component is being revamped by Adam Frankel- website administrator. The MM committee wants to be in charge of getting the word out and finding organizations and businesses that are good matches available for the topics. Another idea is having the speakers bureau as the Marketing & Membership workshops. Nelly mentioned the best way to market the Consortium is through the speakers bureau. She also mentioned having the Miami Herald write on what the Consortium is.</p> <p>Committee Stipend suggestion- Develop a facebook page for the Consortium. Use the stipend to market it.</p>	<p>Shanika will send out survey monkey invitation to committees so members can sign up to attend workshop.</p> <p>Nelly will follow up on speakers on Health Public Relation.</p>
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Update on plan for “Make Healthy Happen” sponsors	None	
Executive Board update	Adam gave the Executive Board update. He mentioned that all committees are to use their stipend. Also discussed was the committees’ efforts in trying to get their social media. He mentioned he would like to make the committee stipend available for other committees to help launch the social marketing campaign with a paid for facebook advertising.	
Other Business	<ul style="list-style-type: none"> a. Old Business <ul style="list-style-type: none"> i. Committee stipend: <ul style="list-style-type: none"> - Deadline is May 31, 2014 ii. New Business- None b. Upcoming events- None 	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on March 5, 2014 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172 .</p> <p>The meeting was adjourned by Adam Levy at 3:05PM.</p>	