

CONSORTIUM FOR A HEALTHIER MIAMI-DADE  
Marketing & Membership Committee Meeting  
Wednesday, June 4, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (9)	<p>Adam Levy, CBS4 (<b>Chair</b>)            Shanika Watson, Florida Health in Miami-Dade County            Lee Zimmerman, CBS4            Nelly Rubio, CBS4 (<b>Vice Chair</b>)            Jeff Hurst, Department of Children and Families            Megan Garber, University of Miami            Maria Hidalgo Diaz, Vitas Innovative Hospice Care            Leyanee Perez, The American Healthy Weight Alliance, Inc.            Mayra Garcia, Florida Health in Miami-Dade County</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 Adam Levy at 2:10PM. 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 Nelly Rubio and Jeff Hurst.</p>	
Marketing & Membership Workshop	<p>Consortium members were invited to attend the presentation entitled Health Foundation of South Florida hosted by the Marketing &amp; Membership Committee on June 4, 2014 from 3pm-4pm at CBS4. The presenter is Dr. Steven Marcus, President and CEO.</p> <p>Adam suggested that the Marketing &amp; Membership committee list be reviewed and some be contacted that are important to follow up with. Those individuals can contribute to the committee needs and take on how we need to do it. This can also increase the turnout of the committee meetings. Committee will divide the list and make phone calls.</p> <p>Speakers Bureau</p> <p>Adam mentioned the invitation letter was changed to be on the Consortium Letterhead. 17 letters are ready to be mailed. Copies were provided to the</p>	<p>Shanika will provide Chairs with the Marketing &amp; Membership committee contact list.</p>

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<p>Moving Forward</p>	<p>liaison. Letters will be mailed to colleges (Student Service Directors) rotary clubs and Miami-Dade PTAs. Website administrator is still working on updating the Speakers Bureau to also include a list of topics for people to choose. The Speakers Bureau will be used to market the Consortium as well as a source of membership. Maria mentioned VITAS Innovative Hospice Care provides free CEUs on different topics such as elder abuse, stress management, etc. It was mentioned the Consortium needs to be discussed so people are aware of the Consortium. Maria mentioned they would need 14 business days to request CEUs from the CEU broker.</p> <p>Leyanee gave an update on the Healthy Happens Here Initiative. She mentioned that she received good feedback and people are looking forward to having healthy meals throughout the city. Leyanee mentioned that she is also receiving phone calls from business owners that want to be part of the initiative. As a result, there are 4 more restaurants involved. Pinecrest Bakery has 7 locations. Quesadilla Mexican Restaurant is also involved. How will the healthy meals be promoted? Leyanee mentioned they are working on a Facebook page that is integrated with Spot On. The goal is to get 50 restaurants. They currently have 11 restaurants.</p> <p>Adam inquired about the Facebook Like campaign. Shanika suggested Adam to follow up with K.Weller on an invoice and other questions he has concerning the stipend check. Committee Stipend will be used to promote the Consortium’s Facebook page. Money will be used to market the Facebook page on Facebook, through Facebook, to buy ads inserted to targeted groups news feed. It would state, “Want to be part of the Consortium? Like this page.”</p>	<p>Adam will follow up with Amy-FDOH MD on the Consortium Facebook status.</p>
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	<p>Consortium Annual Event was briefly discussed. Members mentioned they enjoyed the event. It was recommended that all committees present at the Consortium Annual Event. It would be nice to have organizations that have benefited from the Consortium speak at the event. They can talk about their contributions, benefits and inviting other organizations to become involved. Chairs and Vice Chairs want to participate in the planning and prep stage for next year's Consortium event.</p> <p>Adam suggested having other committees present as a Marketing &amp; Membership workshop for the next two months. These would be committees that have not presented at this year's Consortium Annual or Marketing &amp; Membership committee workshop. The Marketing &amp; Membership committee extended an invitation to the Worksite Wellness and Health &amp; the Built Environment committees to present, however they are not currently ready and will inform Shanika in the future.</p> <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> <li>- Health Foundation of South Florida (today)</li> <li>- Health Council of South Florida</li> <li>- Jessie Trice Community Health Center</li> </ul>	
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Update on plan for “Make Healthy Happen” sponsors	None discussed.	
Executive Board update	Alina Soto covered the last Executive Board meeting held on May 12, 2014. Consortium Annual Event was discussed regarding everyone’s feedback and input. Miami’s Healthiest list was briefly discussed. The criteria for this list was not discussed at the meeting. Chairs and Vice Chairs are to come up with Miami’s Healthiest list.	
Other Business	<ul style="list-style-type: none"> <li>a. Old Business- None.</li> <li>b. New Business- None.</li> <li>c. Upcoming events- None.</li> </ul>	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on <b>August 6, 2014</b> at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The July meeting is cancelled due to the observance of the July 4<sup>th</sup> holiday.</p> <p>The meeting was adjourned by Adam Levy at 3:05PM.</p>	