

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, May 7, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (9)	<p>Adam Levy, CBS4 (Chair) Shanika Watson, Florida Health in Miami-Dade County Lee Zimmerman, CBS4 Gorki De Los Santos, Coca Cola Nelly Rubio, CBS4 Jeff Hurst, Department of Children and Families Peter Hawes, AroRugby Leyanee Perez, The American Healthy Weight Alliance, Inc. Suzan McDowell, Circle of One Marketing</p>	
Welcome and Introductions	<p>The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Adam Levy at 2:35PM. 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 a Nelly Rubio and Lee Zimmerman.</p>	
Marketing & Membership Workshop	<p>Consortium members were invited to attend the workshop entitled <i>Healthy Happens Here</i> hosted by the Marketing & Membership Committee on May 7, 2014 from 3pm-4pm at CBS4. The presenter is Leyanee Perez, Chair of the Health Promotion & Disease Prevention committee.</p> <p>Adam suggested that the Marketing & 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.</p> <p>Consortium Annual Event was briefly discussed. Members mentioned they enjoyed the event. Members enjoyed that the committees were highlighted. 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. Jeff</p>	

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<p>Moving Forward</p>	<p>mentioned the Department of Children and Families has benefited from the Consortium in childcare regulations. Adam suggested having other committees present as a Marketing & Membership workshop for the next two months. These would be committees that have not presented at this year's Consortium Annual or Marketing & Membership committee workshop. The Marketing & Membership committee will extend an invitation to the Worksite Wellness and Health & the Built Environment committees to present in June and/or July.</p> <p>Nelly mentioned Alina, Children Issues Chair will be featured on a CBS4 show called <i>Focus</i> that will be taped at CBS4. She will be talking about the Children Issues committee's Consortium Childcare Initiative that is currently taking place. The interview will proceed in June 2014. More details are forthcoming.</p> <p>Committee Stipend will be used to promote the Consortium's Facebook page. Adam would like to know the stipend process and will speak to K.Weller. Invoice was already submitted to K.Weller. 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 recommended having a Vice-Chair for the Marketing & Membership committee. Members of the committee voted for Nelly Rubio to be the new Vice-Chair of the Marketing & Membership committee.</p>	<p>Shanika will contact Consortium committee liaisons regarding workshops for June and July.</p>
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	<p>Speakers Bureau</p> <p>Adam mentioned the letter for the organizations cannot be sent on CBS4 stationery. It will have to be sent to the organizations on the Consortium letterhead instead. 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.</p>	<p>Shanika will send the Consortium Letterhead electronically to Nelly for the letter.</p>
<p>Update on plan for “Make Healthy Happen” sponsors</p>	<p>None discussed.</p>	
<p>Executive Board update</p>	<p>Leyanee mentioned policies that committees implemented were discussed at the last Executive Board meeting. Adam CBS prohibits tobacco advertising and will be considered a policy implemented by the Marketing & Membership committee. Consortium website is being visited by many people. There are currently 792 total members of the Consortium. Health rankings were mentioned in that the length of life in Miami-Dade ranks 2 out of 67. People are living longer in Miami.</p>	
<p>Other Business</p>	<ul style="list-style-type: none"> a. Old Business- None. b. New Business- None. c. Upcoming events- None. 	

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Adjournment	The next Marketing and Membership Committee meeting will be held on June 4, 2014 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by Adam Levy at 3:06PM.	
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