

CONSORTIUM FOR A HEALTHIER MIAMI-DADE  
Marketing & Membership Committee Meeting  
Wednesday, October 1, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (8)	<p>Nelly Rubio, CBS4 (<b>Vice Chair</b>)            Shanika Watson, Florida Health in Miami-Dade County            Lee Zimmerman, CBS4            Rachele Solomon, University of Miami            Tabatha Fuchs, Magellan Health            Dairo Baez, Magellan Health            Jan Ding, Florida Health in Miami-Dade County</p> <p><u>Teleconference:</u>            Marjorie Aloni, Vi Aventura</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 2:15PM. 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 Lee Zimmerman and Rachele Solomon.</p>	
Marketing & Membership Workshop	<p>There will not be a workshop for the month of October. The Children's Trust workshop will take place on November 5, 2014 at CBS4 from 3pm to 4pm. Peter Gorski, M.D., M.P.A will be presenting on children's health.</p> <p>Marketing &amp; Membership committee projects:</p> <ul style="list-style-type: none"> <li>- Workshops</li> <li>- Speakers Bureau</li> </ul>	

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<p>Speakers Bureau</p>	<p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> <li>- Children’s Trust- Children’s Health Program</li> <li>- Mental Health – Magellan Health</li> <li>- Monica Dawkins, University of Florida, Expanded Food and Nutrition Education Program</li> </ul> <p>Speakers Bureau update</p> <p>Nelly explained the Speakers Bureau process. 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. Legal is currently working on the Disclaimer for the Speakers Bureau. Nelly provided handouts that were presented previously at the Executive Board meeting. Nelly mentioned recruiting efforts for speakers will be done by the committee Chairs. Each committee will have at least 4 speakers. The speakers will be responsible for developing their own presentations. There will be a standard Consortium template attached to the presentations. The goal is to increase Consortium membership. Each speaker must become a Consortium member. An evaluation form will also be given to the organizations to evaluate the speakers. Marjorie volunteered to help target organizations for the Speakers Bureau.</p>	
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<p>Moving Forward</p>	<p>Facebook</p> <p>Nelly mentioned the Marketing &amp; Membership committee stipend will be used to boost the Facebook page. Facebook page was created on August 11, 2014. The page followers can post comments. There are currently 84 likes. The Facebook administrators will do the posting of events and Consortium related activities.</p>	
<p>Update on plan for “Make Healthy Happen” sponsors</p>	<p>None discussed.</p>	
<p>Partner Updates</p>	<p>Rachele (UM)-There will be a National Walk to School Day on October 8, 2014 to promote pedestrian safety. There will be mascots for the children. This event is not open to the public.</p> <p>Dairo (Magellan Health)- There will a Mental Health Walk on November 8, 2014.</p> <p>Jan (DOH-Miami-Dade)- There was a healthy food taste testing panel at Cheesadillas restaurant regarding the Healthy Happens Here initiative. The Health Promotion &amp; Disease Prevention committee members were in attendance.</p>	
<p>Executive Board update</p>	<p>Nelly mentioned The Florida Department of Health received a grant from the CDC. A Strategic Planning Meeting will take place on October 9<sup>th</sup> with the Executive Board and Consortium liaisons.</p>	

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<p>Other Business</p>	<ul style="list-style-type: none"> <li>a. Old Business- November Elections will be held during the next meeting. Nominations are due to the liaison by October 10, 2014.</li> <li>b. New Business- Shanika explained the Consortium Newsletter process and referred committee to the Consortium website:  <a href="http://www.healthymiamidade.org">www.healthymiamidade.org</a> .</li> <li>c. Upcoming events- Consortium Strategic Planning Meeting            October 9, 2014 8:30am            Florida Blue</li> </ul>	
<p>Adjournment</p>	<p>The next Marketing and Membership Committee meeting will be held on <b>November 5, 2014</b> at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by Nelly Rubio at 3:45PM.</p>	