

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, September 3, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (7)	<p>Nelly Rubio, CBS4 (Vice Chair) Shanika Watson, Florida Health in Miami-Dade County Lee Zimmerman, CBS4 Jeff Hurst, Department of Children and Families Cristina Alvarez, Cristina Alvarez Consulting Greg Strokin, Florida Health in Miami-Dade County Monica Dawkins, University of Florida, Expanded Food and Nutrition Education Program</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 2:08PM. 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 Jeff Hurst and Lee Zimmerman.</p>	
<p>Marketing & Membership Workshop</p> <p>Speakers Bureau</p>	<p>Consortium members were invited to attend the presentation entitled Jessie Trice Community Health Center hosted by the Marketing & Membership Committee on September 3, 2014 from 3pm-4pm at CBS4. The presenter is Annie Neasman, President and CEO.</p> <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.</p>	

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<p>Moving Forward</p>	<p>Facebook</p> <p>Now we have a Facebook page for the Consortium. Nelly had 65 of her friends like the page. You can post as a follower. She also posted the Marketing & Membership workshop on the Jessie Trice Community Health Center. It was suggested that events and activities be placed on the Facebook page. It was also recommended that the committee invite their friends. The Chairs would send their postings to the three administrators of Facebook. You can also post comments. Postings have appeared on the side of the Facebook page.</p> <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> - Jessie Trice Community Health Center (today) - Children’s Trust- Children’s Health Program - Grant Writing- Cristina, former Vice-chair was recommended to speak. - Monica Dawkins, University of Florida, Expanded Food and Nutrition Education Program 	
<p>Update on plan for “Make Healthy Happen” sponsors</p>	<p>None discussed.</p>	
<p>Partner Updates</p>	<p>Nelly (CBS4)-Mentioned Rixys Alfonso is an independent marketing individual that helps with the Dan Marino Center on Autism. Walgreens is another big client that she works with on health initiatives.</p> <p>Jeff (DCF)- Mentioned DCF is more regulatory now and working on kids being surrounded in a healthier environment. In January, DCF would like to host a red carpet event at the child care centers for the kids going back to school. Healthy snacks to be provided for the kids. This event is free.</p>	

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	<p>Cristina (Cristina Alvarez Consulting)- working independently on grant writing.</p> <p>Monica (University of Florida Expansion Nutrition Program)- Coordinates the Nutrition Education program. This is a federal and county agency. They have a 4H club, Agriculture program, etc. They educate the community for free. Some funding comes from USDA, State and County. They are also involved with school gardens and farmers markets. Monica will present on this organization at a later date as a Marketing & Membership workshop.</p> <p>Greg (DOH-Miami-Dade Womens Health Dept.)- Deal with outreach coordinators. They have a lot of entities doing different things. They would like to combine the efforts. DOH-Miami-Dade Womens Health Dept. has cancer programs, dental, family planning, mobile prenatal clinic. Nelly mentioned she will forward this information to CBS4, Neighbors for Neighbors.</p>	
Executive Board update	<p>Nelly mentioned September 30th will be the day the PICH grant winners are chosen. Strategic Planning meeting will take place on Oct. 9, 2014 at the Florida Blue regarding the work plan for the Consortium committees. Community Health Improvement Plan was also mentioned during the Executive Board meeting. Shawn Ramirez presented a video on the “Fittest Man On Earth” Mr. Ramirez with Miami-Dade County Parks, Recreation and Open Spaces won the title during the 2014 Reebok Cross Fit Games in Carson, California. He explained the importance of Miami-Dade residents becoming healthier through Miami-Dade Parks’ Fit 2 Play, After-School Programs, Out-of-School camps and programs for older adults. Nelly would like to refer Shawn to Vannesa Borge, CBS4 for a show called Fit Fridays.</p>	
Other Business	<p>a. Old Business- None.</p> <p>b. New Business- None.</p>	

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	<p>c. Upcoming events- Consortium Strategic Planning Meeting October 9, 2014 8:30am Florida Blue</p>	
<p>Adjournment</p>	<p>The next Marketing and Membership Committee meeting will be held on October 1, 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 3:04PM.</p>	