

CONSORTIUM FOR A HEALTHIER MIAMI-DADE  
Marketing & Membership Committee Meeting  
Wednesday, April 1, 2015

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (11)	<p>Nelly Rubio, CBS4 <b>(Chair)</b>            Jeff Hurst, Department of Children and Families <b>(Vice-Chair)</b>            Shanika Watson, Florida Health in Miami-Dade County            Lee Zimmerman, CBS4            Dairo Baez, Magellan Complete Care            Denise Berriz, National Alliance of Mental Illness Miami            Robin Cole, NAMI Miami            Bertha Lopez, Go! Latinos Magazine            Monica Dawkins, UF/Miami-Dade County Extension            Lisandra Balboa, Bright Lips Against Cancer            Ervin Palacios, Go! Latinos Magazine</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 2:08PM. 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 Jeff Hurst and Lee Zimmerman.</p>	
Marketing & Membership Workshop	<p>No workshop for April.</p>	
Workshop topics	<p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> <li>- West Kendall Baptist pilot program (May 6, 2015)</li> <li>- Public Speaking (In Preparation for Speakers Bureau) – (June 3, 2015)</li> </ul> <p>Speakers are to sign up with their committee Chair.</p> <ul style="list-style-type: none"> <li>- Advocacy as a Marketing Tool (July)</li> <li>- Fit City workshop(Aug.)</li> <li>- NAMI (Mental Health First Aid)- (September /October)</li> </ul>	<p>Shanika will ask Karen (HBE Chair) if she is available to present on Fit City Miami for August workshop.</p>

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<p>Speakers Bureau</p>	<p>Shanika presented on the Speakers Bureau to the committee. She spoke on the functionality and how it is used. Handouts were also disseminated to the committee.</p> <p><u>Speakers Bureau Overview</u> Target commissioners and public officials for the Speakers Bureau was a suggestion mentioned by Nelly. The current list of areas of expertise will be changed to committee labels and each speaker can put in their specific topics. 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. Some suggested organizations for the Speakers Bureau are Coalitions, Assisted Living Facilities, PTAs, etc.</p> <p>Setting the timeframes for the Speakers Bureau launch and training: Jeff will send Shanika an email regarding Executive Board selecting speakers for the Speakers Bureau.</p> <p>Dairo mentioned there has been many requests in the community to have Mental Health First Aid. There was a request to have a Mental Health committee merged with the Health Promotion &amp; Disease Prevention committee. How mental health affects physical health. It was recommended that committee members like the Consortium's Facebook page and invite their friends to do so.</p> <p>Make Healthy Happen spots were briefly discussed and will be revisited soon. Committee will decide which spots will be used for the Marketing &amp; Membership work plan.</p>	
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Partner Updates	None discussed.	
Executive Board update	There was a discussion of finalizing the PICH budget. More information will be presented in the near future.	
Other Business	<ul style="list-style-type: none"> <li>a. Old Business- None.</li> <li>b. New Business- Consortium Annual report was shown to committee.</li> <li>c. Upcoming events- <ul style="list-style-type: none"> <li>• NAMI(National Alliance on Mental Illness) event: Stop the Stigma May 2, 2015</li> <li>• Relay for Life- April 17, 2015 in Miami Gardens, Opa-locka</li> <li>• Trauma Resolutions Center- Classical Music Concert on May 16, 2015 at 7:30PM First Presbyterian Church in Brickell, Miami</li> </ul> </li> </ul>	
Adjournment	The next Marketing and Membership Committee meeting will be held on <b>May 6, 2015</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.	