

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, February 4, 2015

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (5)	<p>Nelly Rubio, CBS4 (Chair) Jeff Hurst, Department of Children and Families (Chair) Shanika Watson, Florida Health in Miami-Dade County Lee Zimmerman, CBS4 Milva Barragan, Magellan Complete Care</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 2:10PM. 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 Lee Zimmerman and Jeff Hurst.</p>	
Marketing & Membership Workshop	<p>Consortium members were invited to attend the presentation entitled Magellan Complete Care hosted by the Marketing & Membership Committee on February 4, 2015 from 3pm-4pm at CBS4. The presenter is, Milva Barragan, M.S., LMFT, Provider Support Specialist.</p> <p>Committee discussed moving forward with inviting more members to attend the Marketing & Membership committee meetings. Nelly mentioned she has invited a member from Walgreens. Committee is encouraged to invite other individuals. Chairs mentioned they would like to contact members from the membership list.</p> <p>Nelly suggested having a Marketing Specialist work with the social media components of the Consortium. She would also work with this individual. It was mentioned that social media can be a tremendous component to the 75% reach for the PICH grant.</p>	

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<p>Speakers Bureau</p>	<p><u>Previously discussed:</u> Nelly recommended members sign up for a Marketing & Membership committee projects:</p> <ul style="list-style-type: none"> - Speakers Bureau- tasks are to identify a target list of organizations and send letters to offer services. Create a boiler plate for the presentations. Training for various committees on how to use this tool. - Facebook - Workshops <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> - Mental Health – Magellan Health (February) - Child Safety – Jeff (March) - Advocacy as a Marketing Tool (April) - Public Speaking (May) : Tools needed to prepare your speech. - Grant Writing (June)still pending <p>Jeff mentioned the Speakers Bureau can be used as a community resource. Jeff and Shanika will work with the Executive Board on the Consortium boiler plate and other contents needed for the presentation. A meeting will be held by Jeff regarding the Speakers Bureau. Once the meeting is held, the Executive Board will select their committee speakers.</p> <p>Documents needed: Consortium boiler plate and Evaluation form</p> <p><u>Speakers Bureau Overview</u> Consortium Web Administrator is still working on updating the Speakers Bureau to also include a list of topics for people to choose. Target</p>	
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	<p>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.</p> <p>Shanika suggested workshop recruitment from the Speakers Bureau. Speakers from this area can provide a presentation as a Marketing & Membership committee workshop. This component can be done in the summer.</p> <p>Nelly briefly discussed the PICH grant and mentioned our initiatives will be based on the grant. The focus of the grant is chronic disease prevention.</p>	
Update on plan for “Make Healthy Happen” sponsors	None discussed.	
Partner Updates	None discussed.	
Executive Board update	None discussed. Will provide at next committee meeting.	

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Other Business	<p>a. Old Business- Nelly inquired of the Consortium business cards.</p> <p>b. New Business- None.</p> <p>c. Upcoming events- Consortium Annual Showcase March 20, 2015 Location: Intercontinental</p>	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on March 4, 2015 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>	