

CONSORTIUM FOR A HEALTHIER MIAMI-DADE  
Marketing & Membership Committee Meeting  
Wednesday, January 7, 2015

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (9)	<p>Nelly Rubio, CBS4 <b>(Chair)</b>            Jeff Hurst, Department of Children and Families <b>(Chair)</b>            Shanika Watson, Florida Health in Miami-Dade County            Lee Zimmerman, CBS4            Gorki De Los Santos, Coca-Cola            Monica Dawkins, University of Florida/Miami-Dade County Extension            Cristina Tuero, Health Council of South Florida            Rachele Solomon, University of Miami Walk Safe/BikeSafe            Stephanie Bovis, University of Miami Walk Safe/BikeSafe</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 2:10PM. 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 Rachele Solomon.</p>	
Marketing & Membership Workshop	<p>Consortium members were invited to attend the presentation entitled University of Florida/ Miami-Dade County Extension Expanded Food &amp; Nutrition Program hosted by the Marketing &amp; Membership Committee on January 7, 2015 from 3pm-4pm at CBS4. The presenter is, Monica Dawkins, M.S., CFCS, Supervisor.</p> <p>Nelly recommended members sign up for a Marketing &amp; Membership committee projects:</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>	

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<p>Speakers Bureau</p>	<ul style="list-style-type: none"> <li>- Facebook</li> <li>- Workshops</li> </ul> <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> <li>- University of Florida, Expanded Food and Nutrition Education Program- Monica Dawkins (today)</li> <li>- Mental Health – Magellan Health (February)</li> <li>- Child Safety – Jeff (March)</li> <li>- Advocacy as a Marketing Tool (April)</li> <li>- Public Speaking (May)</li> <li>- Grant Writing (June)still pending</li> </ul> <p><u>Speakers Bureau Overview</u> Nelly explained the Speakers Bureau process. Consortium Web Administrator is still working on updating the Speakers Bureau to also include a list of topics for people to choose. 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.</p> <p>Nelly briefly discussed the PICH grant and mentioned our initiatives will be based on the grant. The Consortium Annual Showcase was also announced in which further details will be discussed at a later time.</p>	
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Update on plan for “Make Healthy Happen” sponsors	None discussed.	
Partner Updates	Cristina (HCSF) mentioned Open Enrollment for the Affordable Care Act is currently taking place. Florida ranks number one for open enrollment. FIU and Miami Dade College will provide open enrollment to the public on Saturday, January 10 <sup>th</sup> .	
Executive Board update	A Facebook training took place during the Executive Board meeting involving a Facebook Representative. The PICH grant and CDC requirements were also discussed.	
Other Business	<ul style="list-style-type: none"> <li>a. Old Business- None.</li> <li>b. New Business- None.</li>   <li>c. Upcoming events- Consortium Annual Showcase March 20, 2015 Location (TBD)</li> </ul>	
Adjournment	The next Marketing and Membership Committee meeting will be held on <b>February 4, 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 3:05PM.	