

CONSORTIUM FOR A HEALTHIER MIAMI-DADE  
Marketing & Membership Committee Meeting  
Wednesday, June 3, 2015

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (7)	<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            Otto Rodriguez, Florida Health in Miami-Dade County            Natalie Diaz, Health Council of South Florida</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 2:05PM. 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 Lee Zimmerman and Jeff Hurst.</p>	
Marketing & Membership Workshop	<p>Consortium members were invited to attend a presentation by the Consortium's Executive Board Co-Chair, Alina Soto on June 3, 2015 from 3pm-4pm at CBS4. Alina will be presenting on Public Speaking for <i>selected speakers from the Consortium committees only</i>.</p> <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> <li>- Advocacy as a Marketing Tool (July cancelled) This topic will not take place.</li> <li>- Fit City workshop(Aug.)</li> </ul> <p>Nelly also suggested having a committee workshop for Worksite Wellness and Children Issues committee. Future workshops will remain open for the upcoming months. The committees are suggested to present on initiatives related to the PICH grant.</p>	
Speakers Bureau	<p>Alina Soto, Executive Board Co-Chair will be presenting a public speaking</p>	

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<p>Marketing &amp; Membership campaign</p>	<p>session at the Marketing &amp; Membership workshop. This is geared towards speakers that are representing the Consortium committees. This workshop is to prepare the speakers to speak in the community on behalf of the Consortium for a Healthier Miami-Dade and on health related topics. Once the speakers are trained, the next step is for them to market the Speakers Bureau to the general population. Nelly mentioned the targets for the Speakers Bureau are rotary clubs, chambers, commissioners, school PTAs, condo associations and universities.</p> <p>It was suggested that the committee Chairs speak about the Speaker Bureau at their committee meetings. The Consortium members can then relay the Speakers Bureau to their organization as a form of marketing the Speakers Bureau. Speakers will receive a flash drive for their presentation. The flash drive should include what the Consortium is about, the main objectives, topic of expertise, wrap up and then membership request. The goal is to promote the Consortium for a Healthier Miami-Dade for a greater reach in membership and educate the community on various topics.</p> <p>Otto Rodriguez (Florida Department of Health in Miami-Dade) mentioned DOH is trying to secure the logistics, including purchase requisitions for the Marketing &amp; Membership campaign. The strategy is to revive the Make Healthy Happen campaign that was done with a previous grant called Communities Putting Prevention to Work. Currently, proposals are being reviewed: CBS, VS Brooks and Circle of One. The first phase of the campaign will be in English and Spanish. In addition, the second and third phase will be Creole. The target media will be tv spots, radio, billboards, public transportation, print and social media.</p>	<p><b>Next meeting, committee will discuss further steps with the Speakers Bureau.</b></p>
<p>Partner Updates</p>	<p>Dairo (Magellan Complete Care) mentioned they had a meeting with NAMI (National Alliance of Mental Illness Miami) and Board of Directors of the Key Club House in regards to mental health. Mental Health will be proposed by the end of 2015.</p>	

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Executive Board update	CDC will be visiting the Florida Department of Health in Miami-Dade on June 8 to observe the work currently being done under the Partnerships to Improve Community Health grant. The upcoming Executive Board meeting will take place at DOH-Miami-Dade.	
Other Business	<ul style="list-style-type: none"> <li>a. Old Business- None.</li> <li>b. New Business- None.</li> <li>c. Upcoming events- None.</li> </ul>	
Adjournment	The next Marketing and Membership Committee meeting will be held on <b>July 1, 2015</b> at 2:05 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by Nelly Rubio at 3:00PM.	