

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

| TOPIC | DISCUSSION | ACTION NEEDED |
|---------------------------------|---|---------------|
| Members Present (10) | <p>Nelly Rubio, CBS4 (Chair) Jeff Hurst, Department of Children and Families (Vice-Chair) Shanika Watson, Florida Health in Miami-Dade County Lee Zimmerman, CBS4 Dairo Baez, Magellan Complete Care Chelsea Kalika, Florida Health in Miami-Dade County Luisa Ramirez, All Skills Builders Siu Wong, All Skills Builders</p> <p><u>Teleconference</u> Gorki De Los Santos, Coca-Cola Susan Racher, NAMI</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 Jeff Hurst and Lee Zimmerman.</p> | |
| Marketing & Membership Workshop | <p>Consortium members were invited to attend a presentation by The Florida Department of Children and Families on March 4, 2015 from 3pm-4pm at CBS4. The presenter is Jeff Hurst, Community Liaison/Training Coordinator Child Care Regulation and Background Screening/Family Safety.</p> | |

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| | <p>Nelly briefly discussed the PICH action plan with the Marketing & Membership committee. The PICH grant will fund some prints and radio spots. The Make Healthy Happen Miami PSA's spots from the CPPW grant were viewed by the committee and handouts were given. Nelly mentioned the list and PICH action plan are confidential. The committee is to view the 27 spots and determine which ones can be used for the PICH. Nutrition, Physical Activity and Opportunities to Reduce Chronic Disease spots can be used for the grant. Some new spots will also be created since Baptist Hospital is now a partner. West Kendall Baptist Hospital will be a pilot for health screenings. Nelly recommended spots to be used also on the Consortium's Facebook page.</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 (pending) - Public Speaking (May) : Tools needed to prepare your speech. - Grant Writing (June)still pending | <p><u>Next meeting:</u> Committee is to select the spots to be used for the PICH and come up with ideas. How we can best market the PICH objectives.</p> |
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| <p>Speakers Bureau</p> | <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> 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>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>Partner Updates</p> | <p>None discussed.</p> | |
| <p>Executive Board update</p> | <p>The Health Council of South Florida presented the logic model that will be the framework for the PICH grant. The purpose of the Marketing & Membership committee meetings are to educate, empower and engage. Educate the community on health practices and how to become involved. Engage the community about the Consortium and empower them to take</p> | |

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| | what they learned to their workplace. | |
| Other Business | <ul style="list-style-type: none"> a. Old Business- None. b. New Business- None. c. Upcoming events- Consortium Annual Showcase March 20, 2015 Location: Intercontinental | |
| Adjournment | The next Marketing and Membership Committee meeting will be held on April 1, 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 3:05PM. | |