

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, May 6, 2015

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (8)	<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 Megan Garber, University of Miami Gorki De Los Santos, Coca-Cola Bertha Lopez, Go! Latinos Magazine Ervin Palacios, Go! Latinos Magazine</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 2:06PM. 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 Gorki De Los Santos and Jeff Hurst.</p>	
Marketing & Membership Workshop	<p>Consortium members were invited to attend a presentation by West Kendall Baptist Hospital on May 6, 2015 from 3pm-4pm at CBS4. The presenter is Michelle Mejia, MAA, Assistant Vice President of Physician Services & GME.</p> <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> - Public Speaking (In Preparation for Speakers Bureau) – (June 3, 2015) <i>For selected speakers from the Consortium committees only</i> - Advocacy as a Marketing Tool (July) - Fit City workshop(Aug.) - NAMI (Mental Health First Aid)- (September /October) <p>Nelly also suggested revisiting the committee workshops for Tobacco Free Workgroup and Health Promotion & Disease Prevention. She also recommended having future workshops related to the Partnerships to</p>	<p>Lee will follow up with presenter for July workshop for confirmation.</p>

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, May 6, 2015

	<p>Improve Community Health (PICH) grant. Gorki suggested having a future workshop on balancing calories and will follow up on experts to speak on this particular area.</p>	
<p>Speakers Bureau</p>	<p>Alina Soto, Executive Board Co-Chair will be presenting a public speaking session at the next Marketing & 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 good targets for the Speakers Bureau are rotary clubs, chambers, commissioners, school PTAs, and condo associations.</p> <p>Shanika showed the committee the functionality of the Speakers Bureau and how it is used. 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. As far as the Marketing and Membership committee, Nelly and Lee can possibly be a speaker on how health groups can market themselves and/or how to market events.</p> <p>How do we market the Speakers Bureau? Some suggestions were: PSAs, Media spots to say: “Organizations... do you have a need for a speaker? Having a letter forwarded from Consortium members to their respective organizations. Further discussion will be held once the Speakers Bureau is completely ready.</p> <p><u>Flash drives</u></p> <p>Committee suggested the flash drives be red with black text to say Make Healthy Happen Miami. The flash drives are to be given to the Consortium speakers during the June 3rd Speakers Bureau training session if possible.</p>	<p>How do we market the Speakers Bureau?</p>

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
 Marketing & Membership Committee Meeting
 Wednesday, May 6, 2015

Partner Updates	None discussed.	
Executive Board update	None discussed.	
Other Business	<ul style="list-style-type: none"> a. Old Business- None. b. New Business- None. c. Upcoming events- None. 	
Adjournment	The next Marketing and Membership Committee meeting will be held on June 3, 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 3:00PM.	