

**CONSORTIUM FOR A HEALTHIER MIAMI-DADE**  
**Marketing & Membership Committee Meeting**  
**Wednesday, February 3, 2016**



TOPIC	DISCUSSION	ACTION NEEDED
Members Present (6)	<p>Nelly Rubio, CBS4 <b>(Chair)</b>            Frensy S Melo, FDOH-MD (Liaison)            Nicole Marriot-Health Council of South Florida            Jannet Cabrera, Switchboard of Miami            Lawren Bellamy, The Miami Times</p> <p><u>Teleconference</u>            Jeff Hurst, Department of Children and Families <b>(Vice-Chair)</b></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 NR at 2:15PM. Members introduced themselves and 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 NR and second by JC.</p>	
<p>Executive Board update</p> <p>Increasing Attendance</p>	<p>NR provided updates from the Executive committee’s January meeting. Highlights included the “Culture of Health video” by the Robert Wood Johnson Foundation; which calls for us, as a nation; to strive together to build a Culture of Health enabling all in our diverse society to lead healthier lives, now and for generations to come.</p> <p>NR also talked about the planning of the Consortium’s Annual Meeting and Awards to highlight the past year achievements of the Consortium committees. The meeting is scheduled to take place in April.</p> <p>The committee discussed new strategies for increasing attendance to the monthly meetings. Highlights of the discussion included the need to add a concrete benefit to participating in the meetings so that attendees have a benefit in attending. Committee Members should also be reminded of why they have joined the Committee and the goals of the Consortium. LB mentioned</p>	<p>SM to send member’s list to NR.</p>

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<p>Review MMC 2014-2017 Work Plan</p> <p>Make Healthy Happen Miami Campaign</p>	<p>providing awards as an incentive for active participation in the meetings.</p> <p>The MMC 2014-2017 Work Plan was reviewed. The committee did not have any recommended changes; however, it suggested reviewing Google Analytics statistics of the Consortium Website to be able to make suggestions on increasing traffic.</p> <p>NR provided Updates on the Make Healthy Happen Miami campaign including the currently ongoing TV Commercials which are being aired from Miami-Dade County to the Palm Beaches. NR further provided updates on the restaurant initiative and highlighted that Sergio's was onboard.</p>	<p>SM to bring Google Analytics Statistics on Consortium Website.</p>
<p>Speakers Bureau</p>	<p>No current request</p>	
<p>Partner Updates</p>	<p>LB expressed her interest in paid media efforts with the OCH&amp;P to include the Make Healthy Happen Miami Campaign in the Miami Times to increase reach to underserved African-American communities in Miami-Dade.</p>	<p>SM to provide feedback upon internal review.</p>
<p>Other Business</p>	<p>a. Old Business- None.</p> <p>b. New Business- None.</p> <p>c. Upcoming events- Tentative- Worksite Wellness (March)</p>	<p>NR to confirm</p>
<p>Adjournment</p>	<p>The next Marketing and Membership Committee meeting will be held on March 2, 2016 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by NR at 3:15PM.</p>	