

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, March 2, 2016



TOPIC	DISCUSSION	ACTION NEEDED
Members Present (7)	<p> Nelly Rubio, CBS4 (Chair) Jeff Hurst, Department of Children and Families (Vice-Chair) Frensy S Melo, FDOH-MD (Liaison) Andrea Sparano, Health Council of South Florida Suzan McDowell, Circle of One Marketing Alejandro Perez, Avanza Advertising </p> <p> <u>Teleconference</u> Lawren Bellamy, The Miami Times </p>	
Welcome and Introductions	<p>The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & 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 & Membership Committee meeting were reviewed. A motion to approve the minutes was initiated by NR and second by JH.</p>	
Executive Board update	<p>NR and JH provided updates from the Executive committee's February meeting. Highlights included the Annual Consortium Event planning and date chosen being April 15th 2016. Having food sampling at the event with menu options from restaurants participating in the Healthy Happens Here Restaurant (HHHRI) initiative was discussed. The theme of the event will be "Culture of Health".</p> <p>The HHHRI has made good progress with over 30 restaurants coming on board including Cuban guys, Jamrock Cuisine and Sergio's restaurant both have fully implemented the initiative. The following EB meeting will be hosted at Sergio's restaurant for a sampling of the HHHRI menu options. NR invited SM to contact Leyanee Perez and invite Haitian cuisine restaurants to take part in the initiative.</p>	<p>FSM to send HHHRI contact to SM.</p>

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<p>Make Healthy Happen Miami Campaign</p>	<p>There was a presentation of HIV and Aids on the status of both in Miami-Dade County and the efforts that the Florida Department of Health in Miami-Dade County is undergoing to serve residents in preventing and treating the disease.</p> <p>FSM provided updates on the Make Healthy Happen Miami campaign including TV Commercials, Billboards, and Stream Radio. She stated that the TV campaign and Billboard campaign had been completed. Both were highly successful with a high reach to the Miami-Dade community and impression target's had been surpassed. The stream radio campaign is ongoing and will continue on till May 4th 2016.</p>	
<p>Speakers Bureau</p>	<p>FSM indicated that there had been four speakers request and all four had been forwarded to the corresponding liaison's to process.</p>	
<p>Partner Updates</p>	<p>AP provided updates on the Digital Media campaign with takeovers on Comcast, Diario las Americas, the Miami Herald, El Nuevo Herald, and Social Media. He indicated that it had been greatly successful with the target for impressions being surpassed. Most social media efforts concluded on February 29th, however take overs in the Miami Times will run until late March.</p> <p>SM provided updates on the Haitian radio campaign. She indicated that the Haitian campaign is composed of two main elements Haitian Radio TV ads and a street team distributing MHHM flyers encouraging healthy eating, physical activity and tobacco cessation specifically targeted to the African American population in Miami-Dade county. The campaign began on February 23rd 2016 and will conclude on May 20th 2016.</p>	
<p>Other Business</p>	<ol style="list-style-type: none"> a. Old Business- None. b. New Business- NR and JH announced that they will be stepping down as Chair and Co-Chair for the Committee. NR with immediate effect and JH in May 2016. NR suggested that Miami-Dade County Public Parks Marketing Specialist should be invited to take over leadership. NR 	

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	<p>further invited all Committee members to participate in nominations and consider taking up leadership role.</p> <p>c. Upcoming events- No presentations for the committee will be scheduled until change in leadership.</p>	
<p>Adjournment</p>	<p>The next Marketing and Membership Committee meeting will be held on April 6, 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>	