

**CONSORTIUM FOR A HEALTHIER MIAMI-DADE**  
**Marketing & Membership Committee Meeting**  
**Wednesday, October 5, 2011**

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (16)	Adam Levy, CBS Cristina Alvarez, VS Brooks Bridget Smith, Miami-Dade County Health Department Joanna Kentolall, Miami-Dade County Health Department Lori De La Parra, CBS Suzan McDowell, Circle of One Marketing Alina Soto, DCF (via phone) Jennifer Wescott, Feeding South Florida (via phone) Lisa Sedelnik, Spark It Communications Lee Zimmerman, CBS Yvonne Gilbert, Alix Desulme & Associates Jack Haime, BioPlanet Regina Roig-Romero, WIC Stenley Jean, Alix Desulme & Associates Carolina Rios, UM (via phone) Paola Menoscal, MDCHD (via phone)	
Welcome and Introductions	<p>The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing &amp; Membership Committee was brought to order by Adam Levy at 2:10PM. He notified all participants that the meeting was being recorded.</p> <p>All members were welcomed and introduced themselves.</p>	
Approval of Minutes	<p>The minutes from the September 7, 2011 Marketing &amp; Membership Committee meeting were reviewed. A motion to approve the minutes was initiated by Lori De La Parra and seconded by Suzan McDowell.</p>	
Presentation by BioPlanet President Jack Haime Regarding Seeding Actions	<p>Seeding Actions – An interactive organic workshop benefiting local community gardens.</p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• To teach children and young adults how to grow fruits, herbs and vegetables from seed through experimental learning.</li> <li>• To improve children and young adult’s preferences for fruits and</li> </ul>	

## CONSORTIUM FOR A HEALTHIER MIAMI-DADE Marketing & Membership Committee Meeting Wednesday, October 5, 2011

	<p>vegetables through gardening and how to make healthy food choices.</p> <ul style="list-style-type: none"> <li>• To create awareness among children and young adults on the impact their seedling can have on local community gardens and sustainable living.</li> </ul> <p>Bridget Smith mentioned that MDCHD can connect the organization with Alliance for a Healthier Generation. Adam Levy suggested a meeting with the Superintendent of Schools. The partner organization, A Cup of Green, will also be connected. Adam Levy stated CBS will assist with news release creation for potential publicity.</p>	
<p>Work Plan Status</p>	<p>Adam Levy led a discussion on work-plan strategies</p> <ul style="list-style-type: none"> <li>○ Recruitment Tool             <ul style="list-style-type: none"> <li>• We will wait until we establish the baseline for all the committees before moving forward.</li> </ul> </li> <li>○ Speak to each committee's leadership about increasing size             <ul style="list-style-type: none"> <li>• This is completed.</li> </ul> </li> <li>○ Ongoing with reporting on a quarterly basis             <ul style="list-style-type: none"> <li>• We are waiting for information from Yessica Gomez.</li> </ul> </li> <li>○ Website membership drive area             <ul style="list-style-type: none"> <li>• Adam Levy shared a mock of the web page, it was suggested to change the break down to Current Members, Member Goal and Members Needed</li> </ul> </li> <li>○ Quarterly membership report             <ul style="list-style-type: none"> <li>• We are waiting for information from Yessica Gomez.</li> </ul> </li> <li>○ Develop strategies to enhance the speaker's bureau             <ul style="list-style-type: none"> <li>• Additional guidance and a process for providing speakers for all committees must be clarified</li> </ul> </li> <li>○ Identify and recruit speakers for the speaker's bureau             <ul style="list-style-type: none"> <li>• Suzan McDowell mentioned she would like to invite Dr. Moise to discuss Haitian outreach for Make Healthy Happen Miami.</li> </ul> </li> <li>○ Collaborate with HPDP Committee to develop point of decision prompts for Farmers' Markets and Community Gardens.</li> </ul>	

CONSORTIUM FOR A HEALTHIER MIAMI-DADE  
 Marketing & Membership Committee Meeting  
 Wednesday, October 5, 2011

	<ul style="list-style-type: none"> <li>• Waiting for implementation of Farmers' Markets – Bridget Smith mentioned this should be very soon.</li> <li>○ Develop a campaign for healthy corner stores             <ul style="list-style-type: none"> <li>• When locations are identified we can move forward</li> </ul> </li> <li>○ Implement promotional and outreach campaign to inform residents about healthy eating and increased physical activity             <ul style="list-style-type: none"> <li>• Adam Levy met with David Henderson from MPO</li> </ul> </li> <li>○ Develop messages that will raise awareness among legislative representatives             <ul style="list-style-type: none"> <li>• Adam Levy requested a responsible party for this strategy</li> </ul> </li> </ul>	
WalkSafe DVD TV Coverage	Adam Levy shared the DVD of CBS news coverage from the WalkSafe event held Oct. 5 <sup>th</sup>	
CPPW Updates	<p>CBS 4</p> <ul style="list-style-type: none"> <li>• Website is complete</li> <li>• Four spots in rotation, new spots in development</li> <li>• Day care spot awaiting approval</li> <li>• Outreach at Komen Race for the Cure</li> <li>• CBS connected Komen Race for the Cure with Joyita Garg to assist with breastfeeding initiative</li> <li>• Oct. 25 – Focus group with Jim Loretta</li> </ul> <p>Circle of One Marketing:</p> <ul style="list-style-type: none"> <li>• Participated in UM Life Science Health Resource Fair where materials from all media providers were distributed</li> <li>• Web translation</li> <li>• Facebook</li> <li>• Dr. Moise on radio, scheduling Dr. Rivera as well</li> <li>• News release on bike routes in North Miami</li> </ul> <p>VS Brooks</p> <ul style="list-style-type: none"> <li>• Working on email to the entire consortium to drive Facebook membership and web traffic</li> </ul>	Bridget Smith will provide a list of Farmers' Markets to CBS.

**CONSORTIUM FOR A HEALTHIER MIAMI-DADE**  
**Marketing & Membership Committee Meeting**  
**Wednesday, October 5, 2011**

	<ul style="list-style-type: none"> <li>• Print ad, events</li> <li>• Presented new 4x7 brochure</li> <li>• Translation for website</li> <li>• Will schedule Dr. Rivera on radio</li> </ul>	
Other Business	None	
Upcoming Events	<ul style="list-style-type: none"> <li>• 10-15 CBS will be attending the Race for the Cure. VS Brooks and Circle of One will submit materials to be included in the bags that are distributed.</li> <li>• 10-21 Provider training from Alina Soto regarding child care providers</li> <li>• 11-19 Bayside Rocks with Circle of One</li> <li>• 11-19 Miami Book Fair with CBS</li> </ul>	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on November 2, 2011 at 2:00PM.</p> <p>The meeting was adjourned by Adam Levy at 3:40PM.</p>	