

CONSORTIUM FOR A HEALTHIER MIAMI-DADE  
Marketing & Membership Committee Meeting  
Wednesday, December 4, 2013

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (9)	<p>Adam Levy, CBS4 (<b>Chair</b>)            Shanika Watson, Florida Health in Miami-Dade County            Lee Zimmerman, CBS4            Mayra Garcia, Florida Health in Miami-Dade County            Robert Rosado, Barry University            Nelly Rubio, CBS4            Helga Goebel, Helga Goebel business            Gorki De los Santos, Coca-Cola</p> <p>Teleconference:            Megan Garber, University of Miami</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 Adam Levy at 2:01PM. Members 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 a Lee Zimmerman and Megan Garber.</p>	
Review Marketing & Membership Workshop feedback results	<p>Consortium members were invited to attend the sixth workshop entitled Public Speaking: Speaking with Confidence held by the Marketing &amp; Membership Committee on December 4, 2013 from 3pm-4pm at the Beacon Center. The presenter is Greg Barnes, Professor of Communications at Broward College.</p> <p>Committee discussed workshop topics for the month of January 2014. Because the next committee meeting and workshop falls on a holiday, it has been moved to January 8, 2014. The next workshop will be held on January 8, 2014 from 3pm-4pm at the CBS4 venue.</p> <p>As far as future Marketing and Membership workshops, the Marketing &amp; Membership committee discussed having a Social Media workshop again. Adam suggested Jason Mizrachi, CBS4 employee to conduct an in depth Social Media workshop. Jason is involved with the digital marketing initiative for CBS4. He's very involved in Social Media, Search Engine</p>	<p>Shanika will send out survey monkey invitation to committees so members can sign up to attend workshop.</p>

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	<p>Optimization, and Search Engine Marketing. Jason will talk about the step by step process of how to employ social media specifically to achieve a specific result. For example, Jason worked with CBS4 with a minimal budget of \$1,000 and he was able to get 10,000 facebook friends with the budget of \$1,000. All the Consortium committees have a \$1,200 stipend available to be used. That money can be used to bring more committee members to the Consortium or whatever ideas they have in mind. Jason's background is working at ad agencies that did campaigns for different advertisers online. How much does it cost to make someone click your ad or message? Jason will also discuss how to employ facebook in a step by step way to achieve a specific result.</p> <p>Shanika and Adam discussed with the committee the list of topics that Consortium members are interested in. Gorki brought up <b>Effective Writing</b> as a potential topic for a February workshop. Nelly brought up the <b>Benefit of Having a Blog</b>. Nelly mentioned the Consortium has a website, but the committees could benefit from having blogs to talk about what they are doing, and articles they share. She mentioned that blogs bring people into websites.</p> <p>Adam suggested that Dr. Rivera (DOH-Miami-Dade Administrator) or Karen Weller (DOH-Miami-Dade Assistant Community Health Nursing Director) come to the Marketing &amp; Membership committee meetings for the new year of 2014. As a different course of action, this would be to motivate people coming into the new year and feel a connection with the Florida Department of Health leadership.</p>	
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<p>Update on plan for “Make Healthy Happen” sponsors</p>	<p>Other than the Marketing &amp; Membership workshops, another major initiative to be taken by the committee is to keep the Make Healthy Happen brand alive. To come up with a way to generate more funding to keep this message out there. Adam read an email he previously sent Karen regarding the direction the Marketing &amp; Membership committee is going in:</p> <p>One conclusion our committee has reached is that it would be very unlikely garner sponsor support by including a :05 second commercial mention by the sponsor on the Make Healthy Happen messages.</p> <p>If we want to get a third party such as Publix or Baptist Health to fund the continuation of Make Healthy Happen it would have to be a message branded with Make Healthy Happen that included: For example, A grocery partner’s nutritional expert sharing ideas for healthy recipes or a hospital partner’s physician sharing ideas on exercise. The priority would be to maintain the integrity of the campaign, and not allow any kind of sales message to be included by the sponsor. The message can be impactful. The idea can be great for the company as well as garner the funding to buy the media necessary to keep the messaging going. Adam mentioned Karen’s response is that she agrees with the approach and the integrity of the Make Healthy Happen campaign. As a follow up to Karen’s response, Adam went to the CBS4 sales department to create a deck that could be taken out to potential sponsors and present it to them. Adam suggested the committee members play a role in helping marketing this. He mentioned that CBS4 can do the heavy lifting of securing the meeting and making the presentation. Adam suggested committee members and the Department of Health can go along to the meetings, it would lend credibility to the process. This can show a united front in trying to get a commitment from one of these sponsors to get the Make Healthy Happen messaging going. Adam mentioned he will send Shanika a sample deck to disseminate it to the committee.</p>	<p>By the next January 2014 committee meeting, Adam will share what this deck will look like. To have the deck presented to the committee.</p>
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	<p>Gorki asked is there a program for Publix, Publix Foundation that they can market that Adam can get \$50,000 to \$200,000 in addition to those sponsorships to monitor those programs. Adam mentioned there was a previous workshop on Garnering Foundation support. A grant for a foundation is a long process. Overall Gorki's suggestion is to explore foundation money as an additional source of revenue. Gorki mentioned he would help out with this.</p> <p>Adam asked if the Consortium for a Healthier-Miami Dade has a non-profit 501 C3 Status. Shanika will follow up.</p>	
<p>Executive Board update</p>	<p>There was no Executive Board meeting for the month of November 2013.</p>	
<p>Other Business</p>	<ul style="list-style-type: none"> <li>a. Old Business <ul style="list-style-type: none"> <li>i. The speaker's bureau was brought up by Adam of how it can be changed or what the mission may be. Mentioned it has not been clearly defined of what the Speaker's Bureau should be. Should the speakers bureau be a recruitment tool to get people to try to join a committee or tell people what is going on in the committee or should it be a vehicle by which people are invited to address the Consortium or specific committee inside the Consortium. Adam mentioned he would like some clarity from Karen Weller.</li> <li>ii. New Business <ul style="list-style-type: none"> <li>➤ Social Media workshop #2 to be held on January 8, 2014.</li> </ul> </li> </ul> </li> </ul>	

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	<p>b. Upcoming events</p> <ul style="list-style-type: none"> <li>i. Community Health Improvement Plan Part 2          December 17, 2013 8:00am – 12:00pm          United Way Building, The Ansin Building Ryder Room          3250 SW 3<sup>rd</sup> Ave          Miami, FL 33129</li> </ul>	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on <b>January 8, 2014</b> at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172 .          The meeting was adjourned by Adam Levy at 2:55PM.</p>	