

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, March 6, 2013

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (7)	Adam Levy, CBS4 (Chair) Mario Saballos, Florida Department of Health in Miami-Dade County Leyanee Perez, The American Healthy Weight Alliance Mia DeVane, Farm Share Nelly Rubio, CBS4 Lee Zimmerman, CBS4 David Wagner, Banyan Community Health Center (<i>Phone</i>)	
Welcome and Introductions	The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Adam Levy at 2:20 PM. Members were notified that the meeting was being recorded.	
Approval of Minutes	The minutes from the previous Marketing & Membership Committee meeting were reviewed. Nelly Rubio noted the date in the heading needs to be corrected and Mia DeVane was present via phone but not listed under members present. A motion to approve the minutes was initiated by Nelly Rubio and seconded by Lee Zimmerman.	1. Amend minutes to show needed corrections.
Review Results from Executive Board Meeting	Adam started the meeting by reviewing the results from the Executive Board Meeting. He then engages Leyanee Perez in a discussion in regards to the role of the Health Department relative to the committees. <ul style="list-style-type: none"> - Committees have the freedom to develop their own agendas and goals, the Health Department will remain as a sponsor to all committees Adam continues discussing Ian Johnson's report on The Consortium and how all committees have specific goals in the community except for Marketing & Membership Committee. Per the report, the Marketing Committee should serve in a position of support to other committees within The Consortium. Adam opens up the discussion to other present members. <ul style="list-style-type: none"> - Leyanne states that outside of being a consultant to other committees, the Marketing & Membership Committee should also set their own goal to function as an individual committee - Nelly Rubio suggests the Marketing committee identify marketing and communication topics that may be of interest and present topics to interested members of other committees in an effort to increase participation and attendance 	

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	<p>Adam asks who decides the direction of the committee, the Health Department or do members have any say?</p> <ul style="list-style-type: none"> - Leyanne reference the board meeting when Karen Weller stated that all committees should focus on Healthy People 2020 goal 	
Marketing & Communication Workshop results	Nelly and Lee Zimmerman go through some of the subjects the Marketing & Membership committee can present during future meetings.	1. Distribute workshop outline to other committees for feedback
Update on plan for “Make Healthy Happen” sponsors	<p>Cristina was unable to attend this meeting.</p> <p>Adam states that he wishes the committee continue the “Make Healthy Happen” campaign with help from sponsors.</p>	1. Draft plan for Make Healthy Happen Sponsorship
Member updates	Mario Saballos was welcomed as new community liaison to the committee	
Other Business	<ul style="list-style-type: none"> a. Old Business <ul style="list-style-type: none"> i. No update b. New Business <ul style="list-style-type: none"> i. No update c. Upcoming events <ul style="list-style-type: none"> i. No update 	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on April 3 at 2:00 PM at the Beacon Center.</p> <p>The meeting was adjourned by Adam Levy 3:20 PM.</p>	