

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, November 5, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (4)	<p>Nelly Rubio, CBS4 (Vice Chair) Shanika Watson, Florida Health in Miami-Dade County Jeff Hurst, Department of Children and Families Lee Zimmerman, CBS4</p>	
Welcome and Introductions	<p>The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Nelly Rubio at 2:10PM. Members 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 Lee Zimmerman and Jeff Hurst.</p>	
Marketing & Membership Workshop	<p>Consortium members were invited to attend the presentation entitled The Children’s Trust hosted by the Marketing & Membership Committee on November 5, 2014 from 3pm-4pm at CBS4. The presenter is, Peter Gorski, M.D., M.P.A Chief Health and Development Officer.</p> <p>Nelly recommended members sign up for a Marketing & Membership committee project:</p> <ul style="list-style-type: none"> - Workshops - Speakers Bureau - Facebook <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> - Children’s Trust- Children’s Health Program (today) - University of Florida, Expanded Food and Nutrition Education Program- Monica Dawkins (January) Mental Health – Magellan Health (February) - Child Safety – Jeff (March) 	<p>Email project sign-up sheet to committee members, for those that did not attend today’s meeting.</p>

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
 Marketing & Membership Committee Meeting
 Wednesday, November 5, 2014

<p>Facebook</p> <p>Speakers Bureau</p>	<p>- Grant Writing (April)</p> <p>Nelly recommended members sign up for a Marketing & Membership committee project:</p> <ul style="list-style-type: none"> - Workshops - Speakers Bureau - Facebook <p>Nelly mentioned she will assign a Facebook sales representative to help with Facebook. The Facebook sales rep will conduct a training with Consortium staff. The roles include boosting the likes and posting content. Nelly mentioned she will speak to Mrs. Weller about assigning committees to a specific administrator. Nelly wants to establish credit with Facebook so the committee stipend can be used before the December stipend deadline.</p> <p>Nelly explained the Speakers Bureau process. Shanika mentioned the Consortium Web Administrator is still working on updating the Speakers Bureau to also include a list of topics for people to choose. She also mentioned the change that will take place regarding the Areas of Expertise. The current list of areas of expertise will be changed to committee labels and each speaker can put in their specific topics. Legal is currently working on the Disclaimer for the Speakers Bureau. Nelly provided handouts that were presented previously at the Executive Board meeting. Nelly mentioned recruiting efforts for speakers will be done by the committee Chairs. Each committee will have at least 4 speakers. The speakers will be responsible for developing their own presentations. There will be a standard Consortium template attached to the presentations. The goal is to increase Consortium membership. Each speaker must become a Consortium member. An evaluation form will also be given to the organizations to evaluate the speakers.</p>	
--	---	--

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
 Marketing & Membership Committee Meeting
 Wednesday, November 5, 2014

Update on plan for “Make Healthy Happen” sponsors	None discussed.	
Partner Updates	None provided.	
Executive Board update	A Strategic Planning Meeting took place on October 9 th with the Executive Board and Consortium liaisons. Nelly will provide committee with an update.	
Other Business	<ul style="list-style-type: none"> a. Old Business- None. b. New Business- Consortium Elections took place using paper ballots. Elected Chair and Vice Chair will be announced at the next meeting. c. Upcoming events- Tobacco Prevention Summit November 7, 2014 from 5:30pm to 10:00pm Goodlet Park – 4200 West 8th Ave Hialeah, FL 33012. 	
Adjournment	The next Marketing and Membership Committee meeting will be held on January 7, 2015 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by Nelly Rubio at 3:00PM. *** December meeting is cancelled.	