<table>
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<tr>
<th>TOPIC</th>
<th>DISCUSSION</th>
<th>ACTION NEEDED</th>
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| Members Present (10) | **Chair:** Frantz Theodore, Verite Insurance  
Mary Anne Sherman, Florida Department of Health in Miami-Dade  
Orlando Espinosa, Emineo Media  
Bernadette Morris, Sonshine Communication  
Katie Wilhelm, West Kendall Baptist  
Vanessa Viera, Flipany  
**Teleconference:**  
Leyanee Perez, American Healthy Weight Alliance  
**Vice Chair:** Nelly Rubio, CBS  
Paola Plevak, Miami Center for Architecture & Design  
Nicole Marriott, Health Council of South Florida | |
| Welcome and Introductions | The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Frantz Theodore at 2:05 PM. Members introduced themselves and were notified that the meeting was being recorded. | |
| Approval of Minutes | There was a motion to approve the February meeting minutes by Bernadette Morris; the motion was seconded by Orlando Espinosa. | |
| Executive Board updates | Updates provided by Frantz Theodore:  
– Executive members suggested creating a 2-minute video for each individual committee to showcase their work in the next annual event.  
– The Executive Board members reviewed the evaluations for the Annual Event/Culture of Health Celebration, a positive feedback from attendees was recorded.  
  • Bernadette Morris suggested doing brief videos of the consortium activities on social media. | |
### Updated Work Plan review
- In order to increase collaboration and encourage partnerships, the Executive Board decided to host the future Executive Board meetings at various partner and community locations. Potential locations were discussed for the upcoming meetings.
- The Park 305 mobile web application that will encourage physical activity among the Miami-Dade County residents through health messaging is under development.

<table>
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<th>Updated Work Plan review</th>
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<td>- The members discussed the potential locations for the upcoming meetings</td>
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<td>- Bernadette Morris proposed a social media challenge to recognize partners while at the same time promoting the work of the Consortium.</td>
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<td>- The committee will be creating a list that will entail the benefits of joining the Consortium to encourage the community to participate in the social media challenge.</td>
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Bernadette Morris will provide information on the challenge and promotional template. Additionally, she will provide information on Consortium media campaign and draft standardized template for the Consortium Connection newsletter.

Orlando Espinosa will create the list that will entail the benefits of joining the Consortium.

### Speakers Bureau updated Power Point Review
- Committee reviewed the updated Speakers Bureau Power Point.

Bernadette Morris will update the presentation template.
### Committee Updates

**Health Council of South Florida**

Nicole Marriott provided the following update:
- The HCSF continues with the PICH analysis of the Healthy Happens Here restaurant initiative.

**The Healthy Happens Here Restaurant Initiative:**

Leyanee Perez (American Healthy Weight Alliance) provide the following update:
- Since September 2016, there have been 38 restaurants enrolled. The goal is to have 52 restaurants enrolled by the end of June.

### Adjournment

The meeting was adjourned by Frantz Theodore at 3.55 p.m. The next Marketing and Membership committee meeting will be held on April 5th, at Cambridge Innovation Center Eimeo Media 1951 NW 7th Ave, Amazon Room 6th floor, Miami, FL 33136