<table>
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<th>TOPIC</th>
<th>DISCUSSION</th>
<th>ACTION NEEDED</th>
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| Members Present (19)      | Nelly Rubio, CBS4 (Chair)  
Valerie Turner, FDOH-MDC  
Ray Nellissey, FDOH-MDC  
Leyanee Perez, American Healthy Weight Alliance  
Bernadette Morris, Sonshine Communications  
Michelle Lachapelle, CBS 4  
Amy Skoke, CBS 4  
Nicole Marriott, Health Council of South Florida  
Nathalia Salas-Restrepo, Miami-Dade Parks  
Fanny Navarro, Miami-Dade Parks  
Kristina Brown, Miami-Dade Parks  
Nercy Radcliffe, Providence Healthcare  
Katy Meagher, Neighbors 4 Neighbors  
Teleconference:  
Joanna Lombard, University of Miami  
Joel Mena, Hoysi  
Megan Conyers, Hoysi  
Sara Isaac, SalterMitchell Inc  
Carla Trimm, Cox Communications  
Paola Plevak, Miami Center for Architecture and Design |               |
| Welcome and Introductions | The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by NR 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 September, 2016 Marketing and Membership minutes by Katy Meagher; the motion was seconded by Leyanee Perez.                                                                          |               |
| Executive Board updates | VT provided updates on the October 2016 Executive Board Meeting. Highlights included:  
- The Executive Board reviewed the revised Consortium Guidelines of operation and the recommendation from the committee members will be incorporated into the document.  
- The timeline for the election is as follows: Nominations-November, Election-December, Official start of the Term-January Formal Recognition –April at the Consortium annual event.  
- The Executive Board discussed the venue and keynote speaker for the Consortium annual event.  
- The committee nominations will be done electronically via SurveyMonkey.  
- Sonshine Communications was awarded the RFP for the PICH marketing campaign.  
Nelly Rubio encouraged the members to participate in the committee nominations as the committee is in need of Chair and Vice Chair. |
| Miami-Dade County Park’s presentation on 305 GO Mobile web application | KB-The Miami-Dade County Parks, Recreation & Opens spaces has been funded through the Florida Department of Health and the Centers for Disease Control to create a mobile web application and Complete Streets Guidelines, that aims to increase the physical activity among Miami-Dade County residents. MDPROS partnered with Salter Mitchell to create the mobile web application. The University of Miami will provide the content for the health messages.  
Sarah Isaac with Salter Mitchell provided an overview of the app and also the marketing strategies that will be utilized.  
The committee suggested a comprehensive app and inclusion of QR codes.  
The committee members who attended the meeting will be provided with a questionnaire via email to obtain the feedback about the app.  
Kristina Brown will provide the link to the beta version of the web application tool. |
| Adjournment | The next Marketing and Membership Committee meeting will be held on December 7, 2016 at 2:00 PM at The Women’s Park, Roxcy O’Neal Bolton Women’s History Gallery 10251 West Flagler Street Miami, FL 33172  
The meeting was adjourned by NR at 3:40PM. |