## Members Present (9)

**Chair:** Frantz Theodore, Verite Insurance  
Orlando Espinosa, Emineo Media  
Bernadette Morris, Sonshine Communication  
Paola Plevak, Miami Center for Architecture and Design  
Valerie Turner, Florida Department of Health in Miami-Dade County  
Ray Nellissery, Florida Department of Health in Miami-Dade County

**Teleconference:**  
Leyanee Perez, American Healthy Weight Alliance  
Kristina Brown, Miami-Dade County Parks, Recreation & Open Spaces (MDPROS)  
Nercy Raddiffe, Providence Healthcare  
Ricardo Jaramillo, Health Council of South Florida

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<table>
<thead>
<tr>
<th>TOPIC</th>
<th>DISCUSSION</th>
<th>ACTION NEEDED</th>
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<td>Welcome and Introductions</td>
<td>The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing &amp; 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.</td>
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<td>Approval of Minutes</td>
<td>There was a motion to approve the March meeting minutes by Bernadette Morris; the motion was seconded by Orlando Espinosa.</td>
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| Executive Board updates | Updates provided by Frantz Theodore:  
-Karen Weller presented on the Consortium for a Heathier Miami-Dade Business Review. The presentation encompassed the Consortium performance for the 2016 year, the Culture of Health framework and the linkage of Consortium to the following: Healthy People 2020, State Health Improvement Plan (SHIP), |               |
| **CONSORTIUM FOR A HEALTHIER MIAMI-DADE**  
**Marketing & Membership Committee Meeting**  
**Wednesday, April 5, 2017** |
|---|
| **Community Health Improvement Plan (CHIP) and the Partnerships to Improve Community Health (PICH) grant.**  
- Leyanee Perez presented on Healthy Happens Here: Phase Two-Fighting Obesity & Hunger Out Loud. The focus of the presentation was on reducing the rate of obesity, food insecurity and food waste.  
- The Co-Chair nominations for the Executive Board are in the process. The Executive Board Co-Chair election results will be announced in the April Executive Board meeting.  
- Nelly Rubio resigned from the Marketing & Membership Vice Chair position. |
| **Consortium Marketing Materials**  
Bernadette Morris presented the following marketing materials to the committee:  
1) *Healthy Happens Here Social Media Challenge flyer*  
This flyer will be used for the Social Media Challenge  
2) *Marketing and Membership Campaign Overview*  
It gives a detailed summary of the up-to-date media campaigns  
3) *Consortium for a Healthier Miami- Dade letter head*  
The letter head will be customized for each committee  
4) *Consortium Committee Flyer*  
The flyer will also be customized for each committee  
5) *Consortium Newsletter template*  
Please select one of the templates.  
6) *PICH- Health Byte Video*  
Promotional video for healthy eating  
7) *Updated Speakers Bureau presentation*  
|  
- The following marketing materials will be send to the committee members who participated in the meeting for their feedback.  
- Frantz Theodore will be presenting the newly developed marketing materials to the Executive Board during the July meeting. |
### List of privileges of joining the Consortium

Orlando Espinosa mentioned the following items:

- Potential privileges of joining the Consortium: 1) networking 2) education 3) empowerment 4) job Opportunities 5) marketing opportunities

- Discussed ways to improve email listserv.
- Members agreed that a Consortium member satisfaction survey should be developed.

### Committee Updates

#### Miami-Dade County Parks, Recreation & Open Spaces update by Kristin Brown:

- The Parks305 mobile web application was launched in February.
- Provided members with an overview of the Praks305 webpage.

#### Miami Center for Architecture & Design update by Paola Plevak:

- The following municipalities have adopted the Active Design Strategies: Village of Pinecrest, City of Miami Beach and Town of Surfside.

#### Adjournment

The meeting was adjourned by Frantz Theodore at 2.55 p.m. The next Marketing and Membership committee meeting will be held on May 3rd at Beacon Center, 8323 NW 12th Street, Suite 212, Miami FL 33126.