

**CONSORTIUM FOR A HEALTHIER MIAMI-DADE**  
**Marketing & Membership Committee Meeting**  
**Wednesday, March 7, 2018**



TOPIC	DISCUSSION	ACTION NEEDED
Members Present (9)	<p><b>Chair:</b> Frantz Theodore, Verite Insurance            Valerie Turner, Florida Department of Health            Francesca Davis, Florida Department of Health            Islamiyat Adebisi, Florida Department of Health            Mayra Garcia, Florida Department of Health            Nicole Marriott, Health Council of South Florida</p> <p><b>Teleconference:</b>  <b>Vice-Chair:</b> Bernadette Morris, Sonshine Communications            Melody Velez, United Healthcare            Francesca Belluomini, Florida Center for Allergy &amp; Asthma Care</p>	
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 2:06 PM.	
Approval of Minutes	There was a motion to approve the December 6, 2017 meeting minutes by Valerie Turner; the motion was seconded by Mayra Garcia.	
Executive Board Update	<p>Update was provided by Frantz Theodore:</p> <ul style="list-style-type: none"> <li>-The Executive Board discussed the progress of sustainability plan that was mentioned at the last meeting and how each committee can contribute to the overall sustainability of the Consortium</li> <li>- Ways to increase membership and funding for Consortium projects is key to continued progress</li> </ul>	

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	-Updates about the upcoming Annual Meeting was discussed. It will be held September 14, 2018 at the Rusty Pelican. Information on sponsorship and participation in an online auction was given. Members were told to contact either Valerie Turner or Francesca Davis if they knew of any organizations that would like to participate.	
Partnerships to Improve Community Health (PICH)	Nicole Marriott gave an overview presentation on the PICH grant and went over the results of two of its projects: Healthy Hub and Healthy Happens Here Restaurant Initiative	
Consortium Satisfaction Survey	The Consortium Satisfaction Survey was reviewed and possible changes were discussed. The committee agreed to have the survey open for completion from April 1 – April 30, 2018	<p>The following items were requested for addition to the survey:</p> <ul style="list-style-type: none"> <li>- Add a box for organization information</li> <li>- Define active member vs. member-at-large</li> <li>- For Question #9, add a follow up box</li> </ul>
Social Media Challenge	The committee decided to do a spring edition of the Social Media Challenge. It was decided that the contest would take place from March 15 – April 16, 2018, with the committee deciding on the winner(s) by May 2 and contacting the winner(s) by May 4, 2018	<p>The following items were requested for addition to the flyer:</p> <ul style="list-style-type: none"> <li>- Add entry period dates</li> <li>- Change spacing</li> <li>- Make logos clearer</li> </ul>

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<p>Work Plan Review</p>	<p>The committee reviewed the performance measures on the work plan where improvement was needed:</p> <ul style="list-style-type: none"> <li>- Reviewing the membership roster to identify inactive members and determine ways on how to re-engage them</li> <li>- Use the Consortium survey to measure what is working and what needs improvement</li> <li>- At Executive Board meetings, ask other committees to share events with Marketing &amp; Membership committee to promote and increase turnout</li> </ul>	<p>Re-examine indicator after seeing results of survey</p>
<p>Partner Updates</p>	<ul style="list-style-type: none"> <li>- Department of Health (DOH) has completed the Local Public Health System Assessment; the full results are on the Consortium website</li> <li>- Next part is the Community Themes and Strengths assessment, which will include focus group and community surveys. Will be done in the upcoming months</li> </ul>	
<p>Adjournment</p>	<p>The meeting was adjourned by Frantz Theodore at 3:07 PM. The next meeting will be held on Wednesday, April 4, 2018 from 2:00 PM – 4:00 PM at Beacon Center 8323 NW 12th Street, Suite 212 Miami, FL 33126</p>	