

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, January 9th, 2019



TOPIC	DISCUSSION	ACTION NEEDED
<p>Members Present (8)</p>	<p>Islamiyat Adebisi (IA), Florida Department of Health in Miami-Dade County Alicia Jiminez (AJ), Univision Valerie Turner (VT), Florida Department of Health in Miami-Dade County Edwin O'Dell (EO), Jackson Health System Teri Arvesu (TA), Miami-Dade County Office of the Mayor Bernadette Morris (BM), Sonshine Communications Chastity Spann (CS), Florida Department of Health in Miami-Dade County Tammy Martinez (TM), Deliver Lean</p>	
<p>Welcome and Introductions</p>	<p>The monthly meeting of The Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Edwin O'Dell at 2:00PM</p> <p>All members of the committee introduced themselves.</p>	
<p>Approval of Minutes</p>	<p>There was a motion to approve the December 2018 meeting minutes by Edwin Odell; 1st Valerie Turner, 2nd Islamiyat Adebisi.</p>	
<p>Executive Board Update</p>	<p>The Executive Board update was provided by Valerie Turner:</p> <ul style="list-style-type: none"> - New Chairs and Vice Chairs have been elected for the Children's Issues Committee and the Marketing and Membership Committee. <ul style="list-style-type: none"> • Cristina Brito as Vice Chair of Children's Issues • Edwin O'Dell as the Chair and Jason Mizrachi as Vice Chair for Marketing and Membership. - The committee has reviewed the work plan to prioritize and realign the activities of the Committee. 	

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<p>Social Media Challenge</p>	<ul style="list-style-type: none"> - Each quarter a social media challenge should be launched. - Date for this quarter’s social media challenge is to be determined at a later date. - The Committee discussed getting municipalities to post on their social media sites, or website about the social media challenge to get the community more involved in activities. 	<p>Contact Planet Fitness/ LA Fitness to see if they could offer an incentive or sponsor the social media challenge</p>
<p>Marketing Forum</p>	<ul style="list-style-type: none"> - Marketing Forum, “Chronic Disease and Marketing” is scheduled for February 6th, 2019, at Univision, 8551 NW 30th Terrace Miami, FL 33122, from 12:30PM until 3:00PM. - This Forum will help others discover ways to gain and keep the attention of their intended audience through effective media marketing. - Guest Speakers: Nicole Marriot- CEO, Health Council of South Florida Angela Ramos- Director, Community Empowerment Monica Rabassa- Vice President, Local Operations Jason Mizrachi- Director, Strategic Partnerships Hansel Lopez- Regional Digital Sales Manager 	
<p>New Business: Consortium Satisfaction Survey</p>	<ul style="list-style-type: none"> - The Committee discussed the Consortium Satisfaction and review the questions to be changed. 	<p>Valerie Turner: Discuss automatic generation of Consortium Directory with Bernadette Morris.</p> <p>Liaison will make recommended changes based on committee feedback.</p>
<p>Marketing for the Consortium</p>	<ul style="list-style-type: none"> - The Committee discussed different mechanisms that could be used to market the Consortium <ul style="list-style-type: none"> • Adding hyperlinks to our personal/work email address. Ex: “I am a proud member of the Consortium” or “Make healthy happen! How?) 	<p>Valerie Turner: See if it is possible to gain access to Instagram</p>

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	<ul style="list-style-type: none"> • Developing brochures about the success of the Consortium to give to members of the community at tabling events. • Getting community members to follow us on our social media platforms for an incentive. 	
Partner Updates	<p>Tammy Martinez stated that she is a company that delivers nutritious foods to their customer's door for a reasonable price. They have a variety of menu options for those with specific dietary needs (paleo, vegetarian, low sodium, etc.)</p> <ul style="list-style-type: none"> - Offers Corporate wellness packages. <p>Islamiyat Adebisi provided an update that the Tobacco Free Workgroup is having their Tobacco-Free Workplace Summit on February 22nd, 2019. It is a forum to educate employers on the benefits of being tobacco free in the workplace.</p>	
Adjournment	<p>The meeting was adjourned by Edwin O'Dell at 2:59PM. The next meeting will be held on Wednesday, March 6th, 2019 from 2:00 PM – 3:00 PM at Beacon Center 8323 NW 12th Street, Suite 212 Miami, FL 33126.</p>	