

<p><b>Media Domain Meeting Minutes:</b>  <b>November 2, 2016 from 10-11:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>	<p><b>Next Domain Meeting: December 7, 2016 from 10-11:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>
<p><b>Attendees:</b> Anastasiia Zhelokhovtseva, Brian Myers, Dan Bennett, Dan Fesperman, Emilie Dan, Joangrace Espiritu, and Susana Lopez-Adolph <b>Recorder:</b> Nina Ghatan</p>	

Topic/Issue	Discussion	Action
<b>Media Arts Center</b>	<ul style="list-style-type: none"> <li>The Media Arts Center Teen Producers Project has selected three projects to highlight on the topics of CicloSDias, a soccer club in El Cajon, and a farmers' market in City Heights.</li> <li>Projects will be filmed by December, and they will host a video screening event.</li> </ul>	<ul style="list-style-type: none"> <li>Brian forward film screening information when available and the announcement for round two video opportunities in January.</li> </ul>
<b>Workplan Updates</b>	<ul style="list-style-type: none"> <li>Reviewed the updated workplan and discussed the addition of the Communication Plan, which will be revamped to include a wish list of activities we'd like to do if we had the funding. Communication Plan recommendations included hiring a social media/communications person to support COI, develop branding guidelines for COI materials, and creating a 5210 Instagram account where people can post pictures of themselves doing 5210 activities.</li> <li>The workgroup identified several new activities to add to the workplan including: developing a COI content calendar to outline how materials will be shared through multiple channels (newsletter, social media, with partners, etc.); increasing earned media attention for the COI, writing a press release for the 10<sup>th</sup> Anniversary about our biggest accomplishment; and developing a historical infographic about the COI.</li> </ul>	<ul style="list-style-type: none"> <li>Brainstorm COI success with Cheryl to identify what we'd like to highlight in the press release.</li> <li>Joangrace forward sample content calendar Nina to share with workgroup.</li> </ul>
<b>Success Stories</b>	<ul style="list-style-type: none"> <li>Dan B. offered to write a success story of the COI partnering with Carnival Market on their produce sale. This story will be featured in the December newsletter.</li> <li>Other success stories identified include: San Ysidro lactation accommodation policy, food forums in South Bay, and the Chula Vista resolution that recently passed that SSBs are bad for health.</li> </ul>	<ul style="list-style-type: none"> <li>Dan B. submit Carnival Market success story to Nina by November 21.</li> </ul>
<b>5210 Materials</b>	<ul style="list-style-type: none"> <li>The workgroup discussed waiting until the COI Communication Plan is finalized before purchasing new materials.</li> </ul>	