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| <p>Media Domain Meeting Minutes: April 5, 2017 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p> | <p>Next Domain Meeting: Media Domain May 3, 2017 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p> |
| <p>Attendees: Brian Myers, Dan Bennett, Dan Fesperman, Emilie Dang, Jamie Condon, Joangrace Espiritu, and Susana Lopez-Adolph Recorder: Nina Ghatan</p> | |

| Topic/Issue | Discussion | Action |
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| Media Arts Center | <ul style="list-style-type: none"> 4/22 there will be a public screening of the videos created by the Teen Producers Project at 12:30pm at the Digital Gym. The next session will run June- August. 5/13 the Digital Gym is hosting “Fresh Cinema” where they will be featuring three food related films, followed by scientific talks and food demonstrations. They are still working to confirm scientists and researchers for the talks. | <ul style="list-style-type: none"> Brian email Dan B. and Nina more information about the event, to share with potential speakers at USCD, CHIP Food Systems team, etc. |
| COI Communications Plan | <ul style="list-style-type: none"> Dan F. reviewed the final draft of the Communications Plan. The plan will be submitted to the County and then presented to the Leadership Council in May. | <ul style="list-style-type: none"> Dan B. confirm the name of water month in May and send to Dan F. to add to timeline Dan F. add mini-grant program to timeline. |
| Content Calendar | <ul style="list-style-type: none"> Joangrace recommended spending part of the workgroup meetings each month developing content for the content calendar. Content ideas for April include: the COI YouTube video on stress, REACH Chula Vista’s Wellness Wednesday posts, different content from the April newsletter each week, World Health Day, promoting ENACT day in May, and public health week. | <ul style="list-style-type: none"> Joangrace compile content ideas and send to Nina each month. Nina and Jamie develop messaging and share on social media. |
| Advocacy Forum | <ul style="list-style-type: none"> Dan provided an overview of an advocacy forum COI and Arboreta Group will be hosting May 2, location TBD. The workgroup recommended streaming it live on Facebook, looking into Bonfyre to share live photos, developing a hashtag in advance of the event to begin promoting, and hosting a photo booth where participants write down what advocacy means to them. Dan B. offered to create a success story following the event. | <ul style="list-style-type: none"> Dan B. talk with Blanca about reserving space at Price Charities for the forum. |
| Health City Profiles | <ul style="list-style-type: none"> Nina provided an overview of the Healthy City Profiles, which were developed by the Government and Community Domains. The workgroup recommended writing a blogpost in the June newsletter to feature the resource and highlight a specific call to action for the audience. | |

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| | <ul style="list-style-type: none"> • The profiles will also be shared with the RLA Council and all COI workgroups, and included in the content calendar by featuring a couple municipalities each month. | |
| <p>Announcements</p> | <ul style="list-style-type: none"> • We should be placing the order for the 5210 memo board this week! If they arrive in time for Health Kids Day, we can share some with YMCA to distribute at Healthy Kids Day. • Once the mini-grant projects are complete, the workgroup can create a media advisory to highlight the projects. Afterwards, we can support the organizations with developing success stories. • CHIP is planning a spring fundraising campaign to highlight mental health and housing (ILA) and healthy kids, healthy choices (COI). | <ul style="list-style-type: none"> • Nina notify Joangrace once 5210 memo boards arrive. • Nina send Joangrace information about placing an order. • Joangrace share campaign best practices for board and staff with Emilie. |