

<p>Joint Media and Community Domain Meeting Minutes: February 1, 2017 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Domain Meeting: March 1, 2017 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Ashley Westbrook, Blanca Melendrez, Courtney Baltiyskyy, Dan Bennett, Dan Fesperman, Debora Hernandez, Jessie Town-Cardenas, Joangrace Espiritu, Katie Judd, Kim Heinle, Lauren Barker, Mikayla Gordon, Robert Ramirez, Susana Lopez-Adolph Recorder: Nina Ghatan</p>	

Topic/Issue	Discussion	Action
Welcome and Introductions	<ul style="list-style-type: none"> Nina led the welcome and introductions. 	
COI Mini-Grant Recipients	<ul style="list-style-type: none"> Nina provided a brief overview of the COI mini-grant program and invited our guests, Kim Heinle with Bayside Community Center, and Debora Hernandez with National School District to provide an overview of their projects. Bayside Community Center will be completing an intersection near the Linda Vista elementary school. <ul style="list-style-type: none"> This will be one of several intersection murals in Linda Vista. Bayside will seek community input on the design. Kim brought a sample design of the intersection mural that will be painted near Montgomery Middle School. National School District will be working with two schools to implement a biking for health project. <ul style="list-style-type: none"> This project will install two bike racks at each school and will provide students bicycle education and 40 bike locks and helmets. The project is in partnership with Rady Children’s and came to fruition after parents described they would be more inclined to let their children ride bikes to school if there was a safe place to store them. A recommendation was made for Bayside to create a process document that outlines the steps to complete an intersection mural project. Beautiful PB created a similar document of their intersection mural, but things have changed, so an updated resource could be beneficial for other communities. Identified opportunities for COI workgroup support include: <ul style="list-style-type: none"> The Media Domain develop a press release to announce the mini-grant recipients, the workgroup can also support mini-grant recipients by developing press releases for their events (if needed). 	<ul style="list-style-type: none"> Develop a mini-grant press release

	<ul style="list-style-type: none"> • The Media Domain can support with the development and distribution of success stories on the process, end result, and individuals and families that have been impacted by the projects. • COI Youth Advisors both attend Kearney High, so there may be an opportunity for the youth to support the intersection mural. • Kim mentioned RLA graduates formed a student-led group called Allies for Youth Advocacy. The group expressed interest in completing an intersection mural near Kearney High. 	
<p>COI Communications Plan</p>	<ul style="list-style-type: none"> • The workgroup continued reviewing the Communications Plan template and provided additional feedback. • Recommended updates included adding resources for the media on how to report on childhood obesity and a link to stock photos. • Another idea was to partner with a professional media association to host a webinar to educate the media on ways to report on obesity and provide a toolkit of resources. • The Communications Plan is due at the end of March; next month we should have a more polished version. 	<ul style="list-style-type: none"> • Joangrace provide a more in depth presentation on developing a content calendar at a future meeting.
<p>Announcements</p>	<ul style="list-style-type: none"> • We are planning to place an order soon for 5210 promotional materials. • Let's Move Outside may be able to help fund materials that encourage physical activity. • Let's Move Outside will also be hiring in March, Courtney offered to send more information on the position once it's available. 	