

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

Topic/Issue	Discussion	Action
Media Arts Center	<ul style="list-style-type: none"> 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 in need of food demonstrators, contact Brian with any leads. The next round of the Teen Producers Project will run June- August. The projects highlighted will include an intersection mural and an urban agriculture project in Chula Vista. 	<ul style="list-style-type: none"> Connect Brian w/ food demonstrators Brian send Nina event flyer for promotion Nina share outreach materials when available Nina connect Brian w/ Bayside for next round of films
New Partner Orientation	<ul style="list-style-type: none"> COI is planning to host a new partner orientation, in conjunction with an upcoming Domain Council meeting, to orient new partners to COI and help them understand the broad scope of our work. All COI partners will be invited and key documents for review include: partnership guidelines, COI infographic, COI one-pagers, Action Plan, Strategic Plan, and the State of Childhood Obesity report. The orientation will also cover key areas such as the history of COI, collective impact model, ways to connect, and 5210. The workgroup can develop talking points to provide new partners language to describe COI and their role in the Initiative. 	<ul style="list-style-type: none"> Workgroup develop talking points for new partner orientation
Content Calendar	<ul style="list-style-type: none"> Develop a top 10 list of the key takeaways from the advocacy forum- Jamie/Nina COI press conference announcing the first <i>State of Childhood Obesity in San Diego County</i> report will be May 30 during the childhood obesity conference. Dan B/ Joangrace, see if we can stream it live using Facebook. ACE will be promoting #GetMovingMay on social media. Figment will be hosting free 20 minute fitness classes at Chicano Park, in addition to other free events. Dan B. wrote an article on the Sweetwater Authority that can be shared. Susana share Chula Vista Health Commission videos once they are approved. Healthy Kids Day success story? 	<ul style="list-style-type: none"> Jamie/ Nina create top 10 list Dan B./ JG look into Facebook Live for press conference Amanda forward Nina information to share on social media. Dan B. forward Sweetwater article to Nina Susana share videos once approved

	<ul style="list-style-type: none"> • COI Leadership Council co-chair and a representative from Mission Readiness will be co-authoring an op-ed in the UT on childhood obesity. More details to come! • Share Fresh Cinema event on COI social media. • Create a mother's day post sharing a healthy breakfast in bed recipe, or ideas for healthy/non-food gifts. • May is also mental health month, share information on physical and mental health. • Harvest of the month items can be promoted with a recipe. • 5/10 bike to work day. 	
<p>Announcements</p>	<ul style="list-style-type: none"> • COI mini-grant projects should be finishing up this month. Once the projects are complete, the workgroup can create a media advisory. Afterwards, we can support the organizations with developing success stories. • 5-2-1-0 memo boards should arrive by 5/5! Contact Nina to arrange pick up. 	<ul style="list-style-type: none"> • Contact Nina for 5-2-1-0 promotional materials