

<p><b>Media Domain Meeting Minutes:</b>  <b>May 2, 2018 from 10-11:30 a.m.</b>          NAMI          5095 Murphy Canyon Rd, Suite 320          San Diego CA, 92123</p>	<p><b>Next Domain Meeting:</b>  <b>June 6, 2018 from 1-2:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>
<p><b>Attendees:</b> Dan Bennet (phone), Dan Fesperman, Joangrace Espiritu, Joseph Lanctot, Nina Ghata  <b>Recorder:</b> Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
<b>Welcome and Introductions</b>	<ul style="list-style-type: none"> <li>Nina led welcome and introductions</li> </ul>	
<b>Action Items</b>	<ul style="list-style-type: none"> <li>Dan will be meeting with Blanca a few days following the workgroup meeting and will ask her about the new UCSD communications representative.</li> <li>Joangrace connected with Shannon with Food Systems Alliance about attending the Media Domain meetings, however, she is still fairly new in her position and does not have the capacity at the moment to attend.</li> </ul>	<ul style="list-style-type: none"> <li>Dan reach out to Ches about inviting Sarah to workgroup meetings.</li> </ul>
<b>Content Calendar</b>	<ul style="list-style-type: none"> <li>Lyndsey presented the content calendar and the workgroup had a conversation of how to get followers more engaged and what types of posts should be created in the future.</li> <li>The content calendar is to help identify different events for different programs throughout each month and to create content and keep posts on track.</li> <li>Some social media posts to think about creating could be about the COI new website by highlighting various sections of the site.</li> <li>Something to think about is when the peak time followers are looking at the COI content to identify when the most optimal time to post will be.</li> <li>Nina mentioned LinkedIn as an additional social media platform for engagement from our partners on a more professional level.</li> <li>The content calendar will be brought to each of the workgroup meetings to continuously maintain and update.</li> </ul>	
<b>Workplan Development</b>	<ul style="list-style-type: none"> <li>Apart of the workplan is to expand the Media Domain by 6 new partners and Nina developed a draft email to share with partners to send to their communications contacts as an invitation to the workgroup meetings.</li> <li>One of the main goals to bringing new partners to the table is to make sure to leverage each other's messaging through social media and other communication outlets.</li> <li>The workgroup went over the draft and discussed feedback and revisions including, narrowing down the focus of the workgroup and how attending the meetings would be of value to them.</li> <li>Nina will take the revisions and make changes to the email for the next meeting.</li> </ul>	<ul style="list-style-type: none"> <li>Joangrace send Lyndsey the lists of icebreaker questions that can be utilized in the Domain videos.</li> </ul>

	<ul style="list-style-type: none"> <li>• The Domain Council meeting is in June and the workgroup came up with the idea to create videos of each domain champion explaining about their domain, success stories, and why new partners should attend.</li> <li>• The workgroup this month discussed logistics and began planning for the meeting ahead.</li> <li>• Joangrace shared a few lists of icebreaker questions that can be utilized in the videos to help make it more fun and engaging to viewers.</li> <li>• These videos will be posted on the COI website and YouTube pages to disseminate to partners.</li> </ul>	
<p><b>Media for San Diego County Fair</b></p>	<ul style="list-style-type: none"> <li>• The San Diego County Fair is holding their Media Day on May 16 that shares the kick off of the fair and the elements that will be a part of it.</li> <li>• Dan B. provided some options to focus on including:             <ul style="list-style-type: none"> <li>• 5210 overarching messaging</li> <li>• Paths to healthy living</li> <li>• Connection with local farms</li> <li>• Used stats from the State of Childhood Obesity Report</li> </ul> </li> <li>• Partners have an opportunity to be involved during the fair and should contact Dan if interested.</li> </ul>	<ul style="list-style-type: none"> <li>• Dan F and Dan B. get together to strategize about press release and the best topics to focus on at Media Day.</li> </ul>