

<p><b>Media Domain Meeting Minutes:</b>  <b>December 5, 2018 from 10:00-11:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>	<p><b>Next Media Domain Meeting:</b>  <b>February 6, 2019 from 10:00-11:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>
<p><b>Attendees:</b> Camellia Mortezaadeh, Joangrace Espiritu, Kimberly Eickhott, Megan Gietzen  <b>Recorder:</b> Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
<b>Welcome/ Introductions</b>	<ul style="list-style-type: none"> <li>The workgroup reviewed the minutes for the last meeting and have approved the minutes as is.</li> </ul>	
<b>1. Action Items Updates</b>	<ul style="list-style-type: none"> <li>With this meeting being the first for the new Director, Camellia, the workgroup discussion was focused on updating and providing history and background of the projects that have come out of the media domain.</li> <li>A few action items from the previous domain meeting includes the following:</li> <li>Megan followed up with Bianca with Botanical Community Development Initiatives, and the Holiday Fair that was planned for December will be delayed until January as a kick-off event.</li> <li>Megan will postpone writing a press release until a date is finalized for the kick-off event. Dan Bennett will assist with writing a press release.</li> <li>Something that the domain has discussed is crafting a message from a thought leaders that will legitimize the domain work, create a message from Wilma Wooten.</li> <li>The domain will curate royalty free images that are available and put a link on the COI website for partners to use for their media communications. Potentially doing a COI photo shoot of COI in action.</li> <li>Another item discussed is have a communications strategy surrounding campaign each month that is relevant to Childhood Obesity. Develop internally and send out to other Domains to utilize the messaging that is streamline.</li> <li>At the next meeting, the workgroup will go through all of the Media work that has been in the past and how to latch on to what has already been done. See where to go moving forward within the Domain including to create a strategy that will help to collect stories from domains.</li> </ul>	<ul style="list-style-type: none"> <li><b>Strengthen communication with Live Well San Diego.</b></li> <li><b>Megan find Media Domain infographic and bring to next meeting.</b></li> <li><b>Revisit COI Communications contact sheet to the next meeting. Look at who current partners are.</b></li> <li><b>Joangrace reach out to Shannon with Food Systems Alliance about attending the next meeting.</b></li> <li><b>Megan explore who has been discussing Childhood Obesity in San Diego and bring findings to next meeting.</b></li> <li><b>Joangrace send Mixte contact to Camellia.</b></li> <li><b>Lyndsey think about which months align with public health communications campaign and bring to next meeting.</b></li> </ul>