**FITNESS COMMITTEE**

**November 12, 2020**

**5:00 – 6:00 PM**

**MINUTES**

The Fitness Committee held a meeting via conference call on November 12, 2020, beginning at 5:09 p.m.

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| **Committee Members Present** | **Committee Members Not Present** |
| Jennifer Eastman | Dr. Mychelle Farmer |
| Cameron Pollock | Namisa Kramer |
| Jason Semanoff | Dr. Aruna Nathan |
|  | Dr. Geeta Sharma |
|  |  |

**Maryland Department of Health Staff Present**

Amanda Klein

Larry McNeely

Amanda called the meeting to order at 5:09 p.m.

1. **Roll Call/Approval of Minutes**

Amanda took roll call. Minutes for the September and two October meetings were not reviewed as there were not enough members for a quorum.

1. **Discussion on Creative Considerations Document**

Reviewed Kristi Pier’s feedback on the Creative Considerations draft. She said

“I am thinking it is very broad, so would focus it, specifically on the objective, that should be well-defined and measurable. Who is going to pay for the videos? That may be a challenge with comms, given some of the campaigns they have reviewed in the last year or so.”

The group decided the Creative Consideration document needs to be revised by 11/20. It was decided that while a video is a nice lofty goal, given the circumstances, sticking to disseminating products, reports, and other content is more feasible. The Committee will disseminate resources and the social media content to go along with it in an easy to disseminate media packet.

1. **Next Steps**

* Committee members will revisit the Creative Considerations document and revise to address Kristi’s comments by 11/20.
* Amanda to create a Google drive and Google Doc to save all the reputable resources. The Committee members will add links and other products to the Google Doc/Drive.
* Amanda to share a previous media packet that she created for a website.

1. **Adjournment**

The meeting was adjourned at 5:41pm.

**Next Meeting: December 10, 2020 at 5PM**