

COMMUNICATIONS & EXTERNAL AFFAIRS COUNCIL

Wednesday, November 30, 2016

12 – 1:30 p.m.

TMC Board Room

TMC Members Present:

B.J. Almond, Rice University
John F. Martinez, Harris Health System
Rachel Khalaf, Kelsey-Seybold Clinic
Dana Benson, Baylor College of Medicine
Dipali Pathak, Baylor College of Medicine
Gracie Gutierrez, Baylor College of Medicine
Hao Nguyen, The Health Museum
Sandra Soliz, St. Thomas University
Josh Snellgrove, CHI St. Lukes
Ty Morrison, CHI St. Lukes
Elizabeth Ferrer, Shriners Hospital
Kathryn Williams, Memorial Hermann
Drew Munhausen, Memorial Hermann
Mary Steevson, TMC Library
Jenna Taylor, UTHealth
Roy Prichard, UTHealth
Jennifer Canup, UTHealth
Forrest Smith, Prairie View
Beatriz Varman, TMC Library
Veronika Javor, Texas Children's Hospital
Juan Alanis, Big Oak Tree Medical
Sue Elle Mueller, Texas Women's University

Guest Speakers Present:

Anjelica Cazares

TMC Members Present:

Shanley Chien,
Britni Riley,
Alexandra Becker
Maggie Galehouse, TMC Pulse Editor
Christen David, VP of Communications
Cody Duty,
Christine Hall, Innovation Writer
Tatum Boatwright, Marketing Associate

HIGHLIGHTS

- I. Welcome and Introductions: Christen David, VP of Communications, TMC
 - The meeting commenced shortly after noon. All members were welcomed by our co-chair, Christen David.

- II. Menu Tasting: Chef Jon Buchanan, Executive Chef, Third Coast
 - The Texas Medical Center renovated Trevisio in May of 2016. Throughout the renovation process, the restaurant received a new name, Third Coast, new menu and complete new atmosphere. Chef Jon Buchanan, joined our meeting to provide a menu tasting to the council and shared the idea behind the new menu items.
 - The 'Modern Houstonian' menu, draws on the diverse flavors of Houston's culinary melting pot. The menus offer a wide variety of premium seafood and meats entrées, as well as flavorful vegetarian options. Third Coast rooms can be reserved for functions of all sizes and descriptions. Each room includes state-of-the-art technology to meet your needs.
 - If you are interested in learning more about Third Coast, visit our website at www.thirdcouthouston.com or call our catering office at 713-749-0400.

- III. Introductions of the new TMC Account Director
 - Amy Updegrave the TMC advertising consultant provided a quick overview to the council on the progress with advertising. The TMC news team has been connecting with member institutes to find ways to partner and get the overall message out throughout the TMC. There will be new plans in place with The Pulse moving forward in both distribution and relevant content that will really help viewers seek out the news and information.
 - Amy also introduced TMC's new Account Director, Felicia Zbranek- Zeitman who will join the TMC team in December 2016. As Felicia is new to the team, she provided the council her number in case members have any questions.
 - i. Felicia Zbranek- Zeitman 832-814-9808

- IV. Social Media, Maggie Galehouse, TMC Pulse Editor

- Maggie Galehouse, TMC Pulse Editor, spoke to the council about social media and new ways they are trying to find and spread information throughout the TMC campus. The news team is making an everyday presence to push information through all social media channels. We encourage you to follow us through our social media handles!
 - i. Twitter: @TXMedCenter
 - ii. Facebook: @Texasmedcenter
 - iii. Instagram: thetexasmedicalcenter
- During her time with the council, Maggie also asked for feedback about the magazine and welcomed suggestions. She was also able to share with the council that a photo gallery is now available on the TMC.edu website. This way we will be able to share more photos from each event. Some comments and feedback included:
 - i. Forrest Smith from Prairie View suggested included a section related to students in the magazine.
 - ii. Expanding the demographic of advertisements, including items that can pertain to all visitors and students.
- Please remember to send new and exciting things happening throughout your institution at news@tmc.edu.

V. Event Updates 2017

- If your institution has any event updates they would like to share with the TMC, please let us know!

Next Meeting:

TBD 2017
TMC Board Room
6550 Bertner Ave.
Houston, TX 77030