

Central Florida HIV Planning Council

PR & Marketing Committee Minutes

January 14, 2020

Call to Order: The Vice Chair Mr. Harry called the meeting to order at 10:34 am at Heart of Florida United Way, located at 1940 Traylor Blvd., Orlando, FL.

Members Present: Roy Harry, Dean Hutchins, Christine Hackford, Aaron Sanford-Wetherell, Carlos

Members Excused: None

Absent: Chris Haubenestel

<p>Approval of the agenda:</p>	<p>The committee reviewed the PR & Marketing Agenda and made the following change:</p> <ul style="list-style-type: none"> • Replaced Mr. Harry's name with Mr. Sanford - Wetherell's name for the Vision Statement, Mission Statement, and Conflict of Interest. • Added core values • Replaced Mr. Haubenestel's name with all members & Mr. Bent. <p>Motion: Mr. Hutchins made a motion to approve the agenda with changes. Mr. Sanford-Wetherell seconded the motion. The motion was adopted unanimously without debate.</p>
<p>Approval of the November 12th Minutes:</p>	<ul style="list-style-type: none"> • The November 12th minutes were approved as written.
<p>Open the Floor for Public Comment</p>	<ul style="list-style-type: none"> • There were no public comments.
<p>Mini Training: Educational Infographics</p>	<ul style="list-style-type: none"> • Mr. Acosta provided the committee with an educational infographics mini training. Mr. Acosta highlighted the following key points: • Before starting the infographic ask yourself the following:

- Why am doing this?
- What method of persuasion should I use?
- Who is my audience?
- What is the shelf life?
- How do I use methods of persuasion?
- What is my medium?

Why am I doing this?

- When you know your purpose, it makes choosing the design of the infographic much easier.
- Reports – Infographics tend to be smaller supplemental visual aids that capture the reader attention.
- Survey Results – look at the graph that will better tell the story of the data
- Timelines – great for summarizing work done throughout the year.

Who is my audience?

- Knowing the audience you want to reach is crucial to choosing the data that you should highlight.

What is my medium?

- Your medium often dictates what you will be competing for attention with and guides your design. This also applies to distribution.

What is the shelf life?

- How timely your data is will often dictate the shelf life of your infographic or risk losing credibility.

How do I use methods of persuasion?

- Ethos - Facts, statistics, data, scientific, and style
- Logos – Reasoning, argumentation, case situations, and impact
- Pathos – Emotional or imaginative impact, colors, font images

	<ul style="list-style-type: none"> • The Chair, Ms. Rodriguez took over the facilitation of the meeting.
Unfinished Business	
World AIDS Day Recap	<ul style="list-style-type: none"> • The committee discussed the highs and lows of the World AIDS Day event. The committee concluded that the event was an overall success. • The committee discussed the option of having this year's World AIDS Day event at The Center. • Mr. Bent informed the committee of the following Planning Council Support suggestions: <ul style="list-style-type: none"> ○ The Holden Heights Community Center could be a possible venue for the celebration. ○ A consumer prom would be an uplifting and positive event option. ○ Create and promote a consumer buy in or incentive plan or a buy in announcement. • Mr. Bent reiterated that these are only suggestions and that the final decisions regarding the WAD event will be left to the members of the WAD Work Group.
Social Media Review:	<ul style="list-style-type: none"> • The committee discussed utilizing Instagram and Twitter in addition to Facebook this upcoming year. After a brief discussion, the committee decided to create an Instagram account. The committee will revisit the discussion of creating a Twitter account in a few months. <p>Motion: Mr. Harry made a motion to create a Central Florida HIV Planning Council Instagram account and to revisit adding a Twitter account in 90 days. Mr. Hutchins seconded the motion. The motion was adopted unanimously without debate.</p>
Red Ribbon Times Update:	

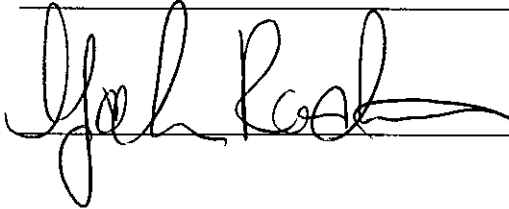
	<ul style="list-style-type: none"> • The committee discussed and created a list of articles to be included in volume 7 of the Red Ribbon Times. • February 10th is the article submission deadline with a publication date of March 10th. • Ms. Brown reminded the committee to submit high-resolution pictures for future additions of the Red Ribbon Times. <p>Motion: Mr. Harry made a motion to extend the meeting by 15 minutes in order to complete the remaining agenda items. Mr. Diaz seconded the motion. The motion was adopted unanimously without debate.</p>
<p>Educational Infographic Team Discussion:</p>	<ul style="list-style-type: none"> • The committee decided on prevention infographic (did you know?) • The committee decided that the infographic should include the following: <ul style="list-style-type: none"> ○ Number comparisons (testing) ○ Number of condoms distributed ○ Call to action – where to get tested, where to get resources, condom distribution stats ○ Color scheme – CFHPC colors (orange, green, red)
<p>New Business</p>	
<p>Recruitment Policy & Procedure:</p>	<ul style="list-style-type: none"> • The committee decided that there should be a 30-day review of the Recruitment Policy and Procedure. <p>Motion: Mr. Harry made a motion for a 30-day review of the Recruitment Policy & Procedure. Mr. Hutchins seconded the motion. The motion was adopted unanimously without debate.</p>
<p>Leadership Evaluations:</p>	<ul style="list-style-type: none"> • The committee completed their leadership evaluations via Mentimeter.
<p>Set February's Agenda:</p>	

	<ul style="list-style-type: none"> The committee reviewed and updated the February agenda. <p>Motion: Mr. Sanford-Wetherell made a motion to approve the February agenda with updates. Mr. Harry seconded the motion. The motion was adopted unanimously without debate.</p>
ACTION ITEMS	
Item	Responsible Party
Create infographic draft and send to Kimberly Brown	PCS
Submit Brevard WAD event recap to PCS	Keith with Project Response
Send Committee Recruitment P&P for 30 day review	PCS
Send Committee a reminder about RRT Vol. 7 due dates	PCS
Future Agenda Items (30 Days or more head of schedule)	
<ul style="list-style-type: none"> Discuss Recruitment P&P Discuss Marketing Plan Red Ribbon Times Discussion 	
Next Month's Meeting:	February 11 th , 2020 @HFUW
Adjournment:	12:41 p.m.

Prepared by: David Bent

Date: 1/15/2020

Approved by:



Date:

2/11/2020