

Central Florida HIV Planning Council

PR & Marketing Committee Minutes

October 8, 2019

Call to Order: The Chair, Ms. Rodriguez called the meeting to order at 10:35 am. at Heart of Florida United Way, located at 1940 Traylor Blvd., Orlando, FL.

Members Present: Gabriella Rodriguez, Roy Harry, Dean Hutchins, Earl Hunt, William Haubenestel, Carlos Diaz

Members Excused: None

Absent: Patrick Lindsay

<p>Approval of the agenda:</p>	<ul style="list-style-type: none"> • The committee reviewed the PR & Marketing Agenda and made the following changes: • Added World AIDS Day Update • Added NLAAD Update <p>Motion: Mr. Haubenestel made a motion to approve the agenda with changes. Mr. Harry seconded the motion. The motion was adopted unanimously without debate.</p>
<p>Approval of the September 10th Minutes:</p>	<ul style="list-style-type: none"> • The September 10th 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>Election of Chairs:</p>	<ul style="list-style-type: none"> • The committee briefly discussed the election of Chairs. <p>Motion: Mr. Hunt made a motion to appoint Ms. Rodriguez as the PR & Marketing Committee Chair and Mr. Harry as the PR & Marketing Committee Vice Chair. Mr. Haubenestel seconded the motion. The motion was adopted unanimously without debate.</p>

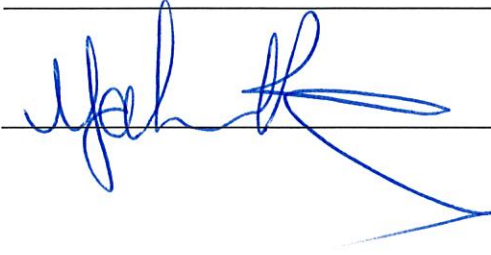
Unfinished Business	
Website Update & Maintenance:	<ul style="list-style-type: none"> • Ms. Cross informed that committee that the CFHPC website is in the last steps of the approval process. Once the website is complete, it will be presented to the County and then to the Planning Council.
Red Ribbon Times Newsletter:	<ul style="list-style-type: none"> • Ms. Cross reviewed the content list for Volume 6 of the Red Ribbon Times. The committee confirmed the responsible parties for the content and decided that Volume 6 should include a section on self-care (mental health). • The committee discussed adding an Area 7 testing infographic to Volume 6 of the RRT.
Social Media Review:	<ul style="list-style-type: none"> • Mr. Acosta reviewed the CFHPC Facebook page activity and insights. Mr. Acosta informed the committee that engagement has increased since PCS has reduced post to two a day.
WAD Event Update	<ul style="list-style-type: none"> • Mr. Haubenestel informed the committee of the following: <ul style="list-style-type: none"> ○ The WAD event will be held on Monday December 2nd, 2019 ○ The event will be held at the Orlando Shakes Theatre ○ The theme is "Remembering the Past, Illuminating Our Future" ○ Sunshine Mathews, Anthony McNeil, Joshua Lewis, and Varietease are scheduled to perform
NLAAD Update:	<ul style="list-style-type: none"> • Ms. Rodriguez informed the committee of the following: <ul style="list-style-type: none"> ○ National LatinX AIDS Awareness Day is October 15th, 2019

	<ul style="list-style-type: none"> ○ 8 part film festival to help raise awareness (5 to 15 minute videos) ○ Invites will be sent out today
New Business	
Review Work Plan:	<ul style="list-style-type: none"> • The committee reviewed and updated the PR & Marketing Committee Work Plan. <p>Motion: Mr. Haubenestel made a motion to approve the PR & Marketing Work Plan and to move the document forward to the Executive Committee for approval. Mr. Hutchins seconded the motion. The motion was adopted unanimously without debate.</p>
Meeting Time Discussion:	<ul style="list-style-type: none"> • The committee discussed the time of the meeting. The committee decided that the meeting time of 10:30 a.m. should remain the same.
Set November's Agenda:	<ul style="list-style-type: none"> • The committee reviewed and updated the November agenda. <p>Motion: Mr. Haubenestel made a motion to approve the September agenda with updates. Mr. Hutchins seconded the motion. The motion was adopted unanimously without debate.</p>
ACTION ITEMS	
Item	Responsible Party
Provide Area 7 testing data to PCS for infographic	Dean Hutchins
Future Agenda Items (60 days or more ahead of schedule)	
<ul style="list-style-type: none"> • Plan World AIDS Day event & activities • Implement recruitment strategies and activities • Discuss Volume 7 of the RRT 	
Next Month's Meeting:	November 12 th , 2019 @HFUW
Adjournment:	11:51 a.m.

Prepared by: David Bent

Date: 10/08/2019

Approved

A handwritten signature in blue ink, appearing to be 'Jah', written over a horizontal line. The signature is stylized and extends below the line.

Date: 11/12/19