

Central Florida HIV Planning Council

PR & Marketing Committee Minutes

November 12, 2019

Call to Order: The Chair, Ms. Rodriguez called the meeting to order at 10:33 am. at Heart of Florida United Way, located at 1940 Traylor Blvd., Orlando, FL.

Members Present: Gabriella Rodriguez, Roy Harry, Dean Hutchins, Aaron Sanford-Wetherell

Members Excused: Carlos Diaz, Chris Haubenestel

Absent: Patrick Lindsay

Approval of the agenda:	The committee reviewed the PR & Marketing Agenda and made the following change: <ul style="list-style-type: none">• Replace Mr. Haubenestel's name with PCS for the WAD Update. Motion: Mr. Harry made a motion to approve the agenda with changes. Mr. Hutchins seconded the motion. The motion was adopted unanimously without debate.
Approval of the October 8th Minutes:	<ul style="list-style-type: none">• The October 8th minutes were approved as written.
Open the Floor for Public Comment	<ul style="list-style-type: none">• There were no public comments.
Unfinished Business	
World AIDS Day Update:	Ms. Cross reported the following: <ul style="list-style-type: none">• The last WAD meeting will be held on tomorrow at 10:00 a.m. at HFUW.• The WAD event theme is remembering the past, illuminating our future.• Friday is last day to sign up to volunteer for the WAD event.• There will be mandatory volunteer training conducted by PCS.

<p>Social Media Review:</p>	<ul style="list-style-type: none"> • Mr. Acosta reported that the Facebook likes have increased, however, a number of new likes have been bots. • Mr. Acosta also encouraged the committee to take pictures, like, and share the CFHPC Facebook posts.
<p>Red Ribbon Times Update:</p>	<ul style="list-style-type: none"> • Mr. Cross informed the committee that the article deadline has been extended to Friday November 13th, 2019. • An updated infographic will be included in Volume 6 of the Red Ribbon Times.
<p>New Business</p>	
<p>Marketing Plan:</p>	<ul style="list-style-type: none"> • The committee reviewed the Marking Plan. Ms. Cross encouraged the committee brings back ideas and possible updates to discuss at the next PR & Marketing Committee meeting.
<p>Recruitment Policy & Procedure:</p>	<ul style="list-style-type: none"> • The committee reviewed and updated the Recruitment Policy & Procedure. • Mr. Sanford-Wetherell suggested adding a detailed request form to the CFHPC website for recruitment events.
<p>CFHPC Website</p>	<ul style="list-style-type: none"> • Ms. Cross presented the Central Florida HIV Planning Council website to the committee and reviewed each section.
<p>Set January's Agenda:</p>	<ul style="list-style-type: none"> • The committee reviewed and updated the January agenda. <p>Motion: Mr. Sanford-Wetherell made a motion to approve the January agenda with updates. Mr. Harry seconded the motion. The motion was adopted unanimously without debate.</p>
<p style="text-align: center;">ACTION ITEMS</p>	

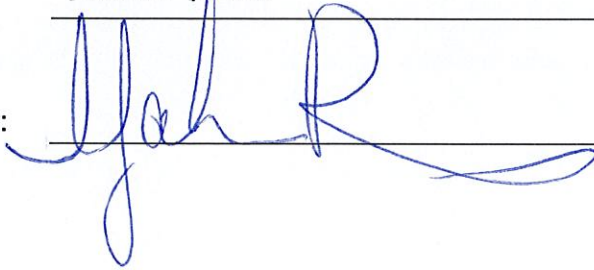
Item	Responsible Party
Email an example of an event request form to PCS	Aaron Sanford-Wetherell
Create recruitment event request form	PCS
FUTURE AGENDA ITEMS (60 days or more ahead of schedule)	
<ul style="list-style-type: none"> • Infographic mini training • Implement recruitment strategies and activities 	
Next Month's Meeting:	January 14 th , 2020 @HFUW
Adjournment:	11:47 a.m.

Prepared by:

David Bent

Date: 11/12/2019

Approved by:



Date:

1/14/2020