

Central Florida HIV Planning Council

PR & Marketing Committee Minutes

February 11, 2020

Call to Order: The Vice Chair Mr. Harry called the meeting to order at 10:36 a.m. at Heart of Florida United Way, located at 1940 Cannery Way, Orlando, FL.

Members Present: Gabriella Rodriguez, Aaron Sanford-Wetherell, Dean Hutchins, Carlos Diaz, Christine Hackford, William Haubenestel

Members Excused: Roy Harry

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">• Replaced Mr. Harry's name with Mr. Sanford-Wetherell for the Mission Statement, Vision Statement, Conflict of Interest, and Core Values.• Added open the floor for public comment Motion: Mr. Mr. Haubenestel made a motion to approve the agenda with changes .Mr. Hutchins seconded the motion. The motion was adopted unanimously without debate.
Approval of the January 14th Minutes:	<ul style="list-style-type: none">• The January 14th PR & Marketing Committee minutes were approved as written.
Approval of then November WAD Work Group Minutes	<ul style="list-style-type: none">• The November 13th, 2019 WAD Work Group minutes were approved as written.
Open the Floor for Public Comment	<ul style="list-style-type: none">• Ms. Cross informed the committee that there was a public comment requesting innovative ways to distribute information and promotional materials to the public to ensure certain populations that are not on social media or lack internet access.
Unfinished Business	

<p>Recruitment Policy & Procedure:</p>	<ul style="list-style-type: none"> • The committee reviewed and discussed the Recruitment Policy & Procedure. • The committee recommend that the Membership committee create a process for recruitment at the annual Medical Case Management meeting.
<p>Website Update</p>	<ul style="list-style-type: none"> • PCS is currently updating the website. Once the updates are received, a formal announcement will be given to the Planning Council.
<p>Social Media</p>	<ul style="list-style-type: none"> • The committee reviewed Facebook insights. • Mr. Andres informed the committee that the Instagram account currently has 58 followers. • Mr. Acosta recommended that the committee members' text pictures or send through Facebook.
<p>Red Ribbon Times Update:</p>	<ul style="list-style-type: none"> • The committee reviewed the article content overview document. The article submissions will be given to the County on Wednesday. • Mr. Acosta reminded the committee to submit high-resolution pictures with their article Pictures for articles should be hi resolution.
<p>Educational Infographic Team Discussion:</p>	<ul style="list-style-type: none"> • The committee reviewed which infographic details should be included in the Red Ribbon Times. After a brief discussion, the committee chose the pizza graphic and the get in care stay in care information. • The committee reviewed and made updates to the draft of the infographic. The committee requested that citations be added to the infographic.
<p>New Business</p>	
<p>National Testing Day:</p>	

	<ul style="list-style-type: none"> The committee discussed National Testing day and determined that that activities will be the same as the previous year. PCS will contact Koi and Ms. Elinoff for more information and to find what they need regarding promotion
Set March's Agenda	<ul style="list-style-type: none"> The committee drafted the March agenda. <p>Motion: Mr. Hutchins made a motion to approve the February agenda with updates. Mr. Haubenestel seconded the motion. The motion was adopted unanimously without debate.</p>
ACTION ITEMS	
Item	Responsible Party
Contact Koi and Ms. Elinoff to find out what they need in terms promotion for National Testing Day	PCS
Update the Current Infographic	Andres Acosta
Future Agenda Items (30 Days or more head of schedule)	
<ul style="list-style-type: none"> Mini Training Discuss Marketing Plan Red Ribbon Times Discussion 	
Next Month's Meeting:	March 10, 2020 @HFUW
Adjournment:	11:57 a.m.

Prepared by: David Bent

Date: 2/13/20

Approved by: [Signature]

Date: March 10/2020