

Central Florida HIV Planning Council

PR & Marketing Committee Minutes

March 10, 2020

Call to Order: The Chair Ms. Rodriguez 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, Roy Harry, Willie Beasley, Dean Hutchins, Chris Haubenestel, Patrick Lindsay, Christine Hackford via teleconference

Members Excused: David Rodriguez

Absent: Carlos Diaz

<p>Approval of the agenda:</p>	<p>The committee reviewed the PR & Marketing Agenda.</p> <p>Motion: Mr. Harry made a motion to approve the agenda. Mr. Lindsay seconded the motion. The motion was adopted unanimously without debate.</p>
<p>Approval of the February 11th Minutes:</p>	<ul style="list-style-type: none"> • The February 11th 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: Social Capital:</p>	<p>Mr. Acosta provided the committee with a mini training on Social Capital. Mr. Acosta highlighted the following key points:</p> <ul style="list-style-type: none"> • Social capital refers to the networks of relationships among people who live and work in a particular society, enabling that society to function effectively. • Symbiotic Relationships Commensalism – one benefits the other is unharmed Parasitism – one benefits other harmed Mutualism – both benefit • You are not a renewable resource and neither are other people. • When used correctly social capital benefits every individual involved and every organization, and

	<p>community impacted</p> <ul style="list-style-type: none"> • Avoid competition if possible and know when to stop.
Unfinished Business	
Marketing Plan	<ul style="list-style-type: none"> • Mr. Acosta provided the committee with a brief overview of the Marketing Plan. Mr. Acosta reviewed goal and purpose of the marketing plan. • PCS will email a copy of the marketing plan to the committee members.
Website Update	<p>Mr. Acosta informed the committee of the following CFHPC website updates.</p> <ul style="list-style-type: none"> • Information regarding ending the epidemic has been added. • The get help now section has been updated to show a list of providers, services, a list of things that might make a person eligible for Ryan White services and contact information. • Ms. Brown offered to provide EIS wrap cards to provide at the Planning Council Meetings in the future as requested by PCS. Ms. Cross mentioned she would follow up with Ms. Brown about the cards.
Social Media	<ul style="list-style-type: none"> • Mr. Acosta informed the committee that the CFHPC Facebook page currently has 903 likes. The CFHPC Instagram account has 84 followers. Mr. Acosta also encouraged the committee members to like and share posts.
Red Ribbon Times Update:	<p>The committee discussed and created the following list of topics for articles to be included in the next volume of the Red Ribbon Times:</p> <ol style="list-style-type: none"> 1. RFA 18-001 Update 2. Trans Awareness in Lake County 3. Ending the Epidemic 4. Substance abuse and HIV 5. Safer sex and sobriety for pride

	<ul style="list-style-type: none"> 6. National HIV Testing Day 7. Cultural Competency for individuals in and out of care 8. Agency Spotlight 9. Resource Corner
Educational Infographic Team Discussion:	<ul style="list-style-type: none"> • PCS will draft an info graphic for ending the epidemic. The committee will review at the draft at the next committee meeting.
Membership Recruitment Presentation	<ul style="list-style-type: none"> • Ms. Cross reviewed the Membership Recruitment presentation. • Mr. Beasley suggested that PCS include speaker's notes for the recruiters to use when providing the presentation. Ms. Cross mentioned that notes will be added to the presentation for the CFHPC recruiters. <p>Motion: Mr. Harry made a motion to approve the membership recruitment presentation to be presented at the Executive Meeting. Mr. Lindsay seconded the motion. The motion was adopted unanimously without debate.</p>
National HIV Testing Day	<ul style="list-style-type: none"> • Ms. Cross informed the committee that PCS will provide the committee with updates as they come in regarding National HIV Testing Day.
New Business	
Set April's Agenda	<ul style="list-style-type: none"> • The committee drafted the April agenda. <p>Motion: Mr. Harry 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
Email copy of marketing plan to the committee members	PCS
Retrieve EIS wrap cards from Part A	Melanie Cross
Create draft of educational infographic	PCS
Edit the Planning Council 101 presentation to include speaker's notes.	PCS

Future Agenda Items (30 Days or more head of schedule)

- Discuss Marketing Plan
- Red Ribbon Times Discussion
- Review & create educational infographic

Next Month's Meeting: April 14 , 2020 @HFUW

Adjournment: 11:56 a.m.

Prepared by: David Bent Date: 3/11/2020

Approved by: Gabriella Rodriguez Date: 4/11/2020