

Central Florida HIV Planning Council

PR & Marketing Committee Meeting Minutes

July 14, 2020

Call to Order: The Chair, Ms. Rodriguez called the meeting to order at 10:35 a.m.

Members Present: Gabriella Rodriguez, Roy Harry, Chris Haubenestel, AaronSanford-Wetherell, Dean Hutchins

Members Excused: Willie Beasley

Absent: Carlitos Diaz, David Rodriguez, Patrick Lindsey, Christine Hackford

Approval of the agenda:	<p>The committee reviewed the agenda and made the following update:</p> <ul style="list-style-type: none">• Replaced Mr. Harrys name with Ms. Cross name for the conflict of interest. <p>Motion: Mr. Haubenestel made a motion to approve the agenda with the update. Mr. Harry seconded the motion. The motion was adopted unanimously without debate.</p>
Approval of the March 10th Minutes:	<ul style="list-style-type: none">• The March 10th minutes were approved as written.
Open the floor for public comment:	<ul style="list-style-type: none">• There were no public comments or comment cards.
Unfinished Business:	<p>Website Update:</p> <ul style="list-style-type: none">• The Central Florida HIV Planning Council website is ready to go live. A formal email will be sent out by PCS to the Planning Council.• Ms. Cross provided a brief overview of the Central Florida HIV Planning Council website.• Ms. Cross informed that committee that

meeting materials will be uploaded and available on the CFHPC website prior to each committee meeting.

Social Media Update:

- Ms. Cross reviewed the Facebook page insights and informed the committee that the CFHPC page currently has over 1k likes.
- Mr. Acosta informed the committee that the CFHPC Instagram account currently has 44 posts and 121 followers. Mr. Acosta also encouraged the committee to email PCS pictures that they would like to see posted to Instagram.

Red Ribbon Times Newsletter:

- Mr. Acosta provided the committee with a brief overview of the most recent approved volume of the Red Ribbon Times.

Marketing Plan:

- Ms. Cross recommended that the committee review the marketing plan and bring back any recommendations or edits to be discussed at the next committee meeting.

Infographic Discussion:

- Ms. Rodriguez recommended creating an infographic on COVID-19 & HIV, COVID-19 & Sex, and myth busting HIV & COVID-19.
- Mr. Sanford-Wetherell recommended a safer sex practices infographic.
- Mr. Harry recommended that an article be written to be included in the next volume RRT about how COVID-19 pandemic has affected HIV services in our area. After brief discussion Ms. Cross informed the committee that once the most recent utilization reports are received, PCS will provide the committee with ongoing updates about how HIV services are affected by

	<p>COVID-19.</p> <ul style="list-style-type: none"> • Ms. Rodriguez volunteered to email info graphic example from DOH to PCS. <p>Pride Virtual Event:</p> <ul style="list-style-type: none"> • Mr. Acosta reported to the committee that Come Out with Pride will be a virtual event this year. Mr. Acosta recommended creating a video. • PCS will follow with Jeff from Come Out with Pride regarding the video submission process. An update will be provided at the next committee meeting.
<p>New Business:</p>	<p>Upcoming RRT:</p> <ul style="list-style-type: none"> • The committee reviewed and discussed the list of articles for the next volume of the Red Ribbon Times. After a brief discussion the committee decided that the next RRT will be released in September and the article submissions will be due by August 12th, 2020. <p>August Committee Meeting:</p> <ul style="list-style-type: none"> • Due to Data Presentation taking place in September this year, the committee discussed having an August PR & Marketing committee meeting. After a brief discussion, the committee decided that an August committee meeting was necessary. <p>Motion: Mr. Harry made a motion to have an August PR & Marketing Committee meeting. Mr. Haubenstel seconded the motion. The motion was adopted unanimously without debate.</p> <p>Policies and Procedures:</p> <ul style="list-style-type: none"> • Ms. Cross informed the committee about the bylaws work group and that there were concerns regarding the number of conflicted individuals around the table. Ms. Cross

	<p>recommended that the committee contact PCS if interested in participating on the work group.</p> <p>World AIDS Day:</p> <ul style="list-style-type: none"> Ms. Cross informed the committee that there will be a conversation with the RW Community meeting participants next week regarding World AIDS Day event at to gather their ideas and recommendations. PCS will provide the committee with an update at the next committee meeting. <p>August Agenda:</p> <p>The committee reviewed and updated draft August agenda.</p> <p>Motion: Mr. Haubenestel made a motion to approve the August agenda. Mr. Harry seconded the motion. The motion was adopted unanimously without debate.</p>
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ACTION ITEMS

Item	
Email Planning Council members announcing that the Central Florida HIV Planning Council website has gone live	PCS
Email PCS copy of DOH infographic	Gabriella Rodriguez
Create draft infographic to be presented to the committee next month	PCS
Ideas for safer sex practices	PCS
Reach out to Jeff with Come Out with Pride regarding video submission process.	PCS
Report back RW Community meeting participant's World AIDS Day event recommendations	PCS
Next Meeting	August 11, 2020 @HFUW
Adjournment:	11:54 a:m

Prepared by: David Bent

Date: 7/15/2020

Approved by: Gabriella Rodriguez

Date: 8/10/2020