

Central Florida HIV Planning Council

PR & Marketing Committee Meeting Minutes

August 10, 2020

Call to Order: The Chair, Ms. Rodriguez called the virtual meeting to order at 10:31 a.m.

Members Present: Gabriella Rodriguez, Roy Harry, Lori Leaf, Christine Hackford, Dean Hutchins, Chris Haubenestel, Earl Hunt, Carlitos Diaz

Members Excused: None

Absent: Willie Beasley, Patrick Lindsey

Approval of the agenda:	The committee reviewed the agenda and made the following updates: <ul style="list-style-type: none">• Removed upcoming RRT Discussion• Removed policies and procedures 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.
Approval of the July 14th Minutes:	<ul style="list-style-type: none">• The July 14th 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:	Website Update: <ul style="list-style-type: none">• The Central Florida HIV Planning Council website has officially launched. Ms. Cross provided the committee with a virtual tour of the website. All meeting materials will be posted on the CFHPC website prior to the meetings.

	<p>Social Media Update:</p> <ul style="list-style-type: none"> Ms. Cross reviewed the Facebook page insights. Ms. Cross encouraged the committee to like and share posts. The CFHPC Instagram page has 128 followers 48 posts. <p>Red Ribbon Times Newsletter:</p> <ul style="list-style-type: none"> Ms. Cross informed the committee that the articles for the RRT are due tomorrow (Tuesday). <p>Marketing Plan:</p> <ul style="list-style-type: none"> Ms. Cross reviewed the marketing plan asked the committee if there are any additional strategies and goals that needs to be added. Ms. Cross encouraged the committee to fill out the cultural survey. Ms. Hernandez recommended creating a QR code for the survey. <p>Infographic Discussion:</p> <ul style="list-style-type: none"> Ms. Cross informed the committee that PCS will provide an update via email regarding the infographic and RRT.
<p>New Business:</p>	<p>World AIDS Day:</p> <ul style="list-style-type: none"> Ms. Cross informed the committee that the August World AIDS Day meeting has been rescheduled for September. Ms. Cross also encouraged the committee to provide PCS with any ideas that they have for the upcoming event. <p>Annual Committee Report:</p> <ul style="list-style-type: none"> The committee discussed the annual report. Ms. Cross encouraged the committee to

	<p>provide any additional goals and accomplishments. PCS will send</p> <p>September Meeting:</p> <ul style="list-style-type: none"> • After a brief discussion, the committee decided that due to Data Presentation taking place in September that a PR & Marketing meeting is not necessary. <p>Motion: Mr. Haubenestel made a motion to cancel the September PR & Marketing committee meeting. Mr. Harry seconded. The motion. The motion was adopted unanimously without debate.</p> <p>Leadership Evaluations:</p> <ul style="list-style-type: none"> • The committee completed the leadership evaluations via Mentimeter.
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ACTION ITEMS

Item	
Adjournment:	12:25 p.m.

Prepared by: David Bent Date: 8/12/2020

Approved by: Gabriella Rodriguez Date: 10/14/2020