

Central Florida HIV Planning Council

PR & Marketing Committee Meeting Minutes

October 13, 2020

Call to Order: The ExOficio, Ms. Rodriguez called the virtual meeting to order at 10:30 a.m.

Members Present: Chris Haubenstel, Gabriella Rodriguez, Patrick Lindsey, Willie Beasley, Roy Hairy, Carlitos Diaz , Earl Hunt

Members Excused: None

Absent: Christine Hackford, David Rodriguez

Approval of the agenda:	<ul style="list-style-type: none">• The committee reviewed the October agenda. <p>Motion: Mr. Harry made a motion to approve the October agenda. Mr. Haubenestel seconded the motion. The motion was adopted unanimously without debate.</p>
Approval of the August 10th Minutes:	<ul style="list-style-type: none">• The August 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.
Election of Chairs:	<ul style="list-style-type: none">• Mr. Acosta provided the committee with a list of eligible members.• Mr. Harry nominated Mr. Beasley as the PR & Marketing Committee Chair. Mr. Beasley accepted the nomination.• Mr. Lindsey nominated Mr. Harry as the PR & Marketing Committee Vice Chair. Mr. Harry accepted the nomination.• The committee unanimously approved Mr. Beasley as the Chair and Mr. Harry as the Vice Chair of the PR & Marketing Committee meeting.

	<ul style="list-style-type: none"> • Mr. Beasley took over the facilitation of the meeting.
<p>Unfinished Business:</p>	<p>Website Update:</p> <ul style="list-style-type: none"> • Mr. Acosta informed the committee that there are some technical issues with the website that are currently being rectified. <p>Social Media Update:</p> <ul style="list-style-type: none"> • Mr. Acosta informed the committee that a 30 second Lake County Pride promotional video was created and posted on Facebook. There are currently over 1,000 Facebook page likes. PCS will continue to add contact to the Instagram page.
<p>New Business:</p>	<p>Red Ribbon Times Newsletter:</p> <ul style="list-style-type: none"> • The committee discussed the next volume of the Red Ribbon Times. The committee created a list of articles to be included in the next addition of the RRT. <p>Motion: Mr. Harry made a motion to approve the list of articles to be included in the next addition of the Red Ribbon Times. Ms. Gabriella seconded the motion. The motion was adopted unanimously without debate.</p> <p>Infographic Discussion:</p> <ul style="list-style-type: none"> • The committee discussed the creation of a color coded infographic that will include if locations are trans inclusive. PCS will create a draft and present the infographic and the next committee meeting. <p>PR & Marketing Work Plan:</p> <ul style="list-style-type: none"> • The committee reviewed the PR & Marketing Committee work plan.

	<p>Motion: Mr. Harry made a motion to approve the PR & Marketing Committee Work Plan. Mr. Haubestel seconded the motion. The motion was adopted unanimously without debate.</p> <p>Meeting Time Change:</p> <ul style="list-style-type: none"> The committee discussed changing the time of the committee meeting. After a brief discussion the committee decided to keep the meeting time the same. <p>Motion: Mr. Haubenestel made a motion to keep the meeting time at 10:30 a.m. Mr. Harry seconded the motion. The motion was adopted unanimously without debate.</p>
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<p>Set November's Agenda:</p>	<ul style="list-style-type: none"> The committee drafted the November agenda. <p>Motion: Mr. Harry made a motion to approve the November agenda. Mr. Haubenestel seconded the motion. The motion was adopted unanimously without debate.</p>
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ACTION ITEMS	
Item	
Email list of RRT articles to the committee	PCS
Create infographic draft and present to the committee	PCS
Next Meeting:	November
Adjournment:	11:11 a.m.

Prepared by: David Bent Date: 10/14/2020

Approved by: _____ Date: _____