

# Central Florida HIV Planning Council

## Membership and PR & Marketing Committee Meeting Minutes

April 6, 2021

**Call to Order:** The PR & Marketing Chair, Mr. Beasley called the meeting to order at 2:03 p.m. at the Hilton Garden Inn located 1275 Lee Rd, Winter Park, FL 32789.

**Members Present:** Willie Beasley, Gabriella Rodriguez, Angela Hunt, Vel Cline, Chris Haubenestel Jessica Seidita via teleconference, Lori Leaf via teleconference Roy Harry via teleconference

**Members Excused:** Angus Bradshaw, John Curry

**Absent:** Carlitos Diaz, David Rodriguez, Chris Hackford

<p><b>Approval of the agenda:</b></p>	<p>The committee reviewed the agenda and made the following updates:</p> <ul style="list-style-type: none"><li>• Added Ms. Hunt's name for the Vision statement.</li><li>• Added Ms. Rodriguez's name for the Mission statement.</li><li>• Added Mr. Beasley's name for the Conflict-of-Interest statement.</li><li>• Added Mr. Collins's name for the Core Values statement.</li><li>• Added committee meeting date &amp; time discussion.</li><li>• Added Ryan White Part A website overview.</li></ul> <p><b>Motion:</b> Mr. Haubenestel made a motion to approve the agenda with the updates. Ms. Rodriguez seconded the motion. The motion was adopted unanimously without debate.</p>
<p><b>Approval of the October 13<sup>th</sup> PR &amp; Marketing Committee Minutes:</b></p>	<p><b>PR &amp; Marketing Committee Minutes</b></p> <ul style="list-style-type: none"><li>• The committee reviewed the October 13<sup>th</sup></li></ul>

<p><b>Approval of the January 5<sup>th</sup> Membership Committee Minutes:</b></p>	<p>PR &amp; Marketing Committee minutes and corrected a spelling error.</p> <p><b>Motion:</b> Ms. Rodriguez made a motion to approve the October 13<sup>th</sup> PR &amp; Marketing Committee minutes with the update. Mr. Haubenestel seconded the motion. The motion was adopted unanimously without debate.</p> <p><b>Membership Committee Minutes</b></p> <ul style="list-style-type: none"> <li>The January 5<sup>th</sup> Membership Committee minutes were approved a written.</li> </ul>
<p><b>Open the floor for public comment:</b></p>	<ul style="list-style-type: none"> <li>There were no public comments or comment cards received during the meeting.</li> </ul>
<p><b>Special Order:</b></p>	<p><b>Merged Meeting Orientation</b></p> <ul style="list-style-type: none"> <li>Ms. Cross provided the newly merged committee with an orientation that explained the reason for the merger, agenda format, and expectations for future meetings.</li> </ul> <p><b>Meeting Chairperson</b></p> <ul style="list-style-type: none"> <li>The committee discussed the newly combined committee Chair and Vice Chair roles. After a brief discussion, the committee decided that the roles should remain the same.</li> </ul> <p><b>Motion:</b> Mr. Haubenestel made a motion to keep the current Chair and Vice Chair of each committee the same for continuity and collaboration purposes. Ms. Hunt seconded the motion. The motion was adopted unanimously without debate.</p> <p><b>Meeting Date &amp; Time</b></p> <ul style="list-style-type: none"> <li>The committee discussed the date and time of the newly merged Membership and PR &amp; Marketing Committee meeting. After a brief discussion, the committee decided that the date and time of the meeting remain on the first Tuesday of the month at 2:00 p.m.</li> </ul>

	<p><b>Motion:</b> Mr. Haubenestel made a motion for the combined meeting to be held on the first Tuesday of each month at 2:00 p.m. Ms. Rodriguez seconded the motion. The motion was adopted unanimously without debate.</p>
<p><b>Reports:</b></p>	<p><b>Membership Matrix:</b></p> <ul style="list-style-type: none"> <li>• 20 Planning Council Members</li> <li>• 10 PWH Planning Council Members</li> <li>• 7 unconflicted/unaligned PWH/Planning Council members</li> </ul> <p><b>PC Reflectiveness:</b></p> <ul style="list-style-type: none"> <li>• The committee discussed the current open mandated seats and the need for more individuals between the ages of 20 – 29 on the Planning Council.</li> </ul> <p><b>Committee Roster:</b></p> <ul style="list-style-type: none"> <li>• The committee discussed the importance of having more full members than associate members on each committee. The committee concluded that the merging of committees temporarily rectified the issue and will revisit the discussion 9.</li> </ul> <p><b>Attendance Roster:</b></p> <ul style="list-style-type: none"> <li>• The committee reviewed the CFHPC attendance roster. After a brief discussion it was determined that 3 members of the Planning Council should receive attendance warning letters due to missing two consecutive committee meetings.</li> </ul> <p><b>Motion:</b> Ms. Hunt made a motion to send 3 members of the Planning Council attendance warning letters due to missing two consecutive committee meetings. Ms. Rodriguez seconded the motion. The motion was adopted unanimously without debate.</p>

<p><b>Unfinished Business:</b></p>	<p><b>Ryan White Part A Website:</b></p> <ul style="list-style-type: none"> <li>• Ms. Yabrudy provided the committee with an overview of the new Ryan White Part A website which can be used as an expanded resource for clients and providers. The website will be presented to the Planning Council before it is launched.</li> </ul> <p><b>Facebook:</b></p> <p>Mr. Bent reported that over the past 28 days there were:</p> <ul style="list-style-type: none"> <li>• 1,081 Page Likes</li> <li>• 947 People Reached</li> <li>• 280 Post Engagement</li> <li>• 6 Page Likes</li> </ul> <p><b>Instagram:</b></p> <p>Mr. Bent reported the following:</p> <ul style="list-style-type: none"> <li>• 74 Posts</li> <li>• 178 Followers</li> </ul> <p><b>Recruitment Activities:</b></p> <ul style="list-style-type: none"> <li>• The committee reviewed the current list of recruitment activities and directives created at the previous meeting. Ms. Cross encouraged the committee think about how they would like to implement the activities and outreach strategies. The committee also discussed sending recruiters to testing events in the area. The committee will continue the discussion at the next meeting.</li> </ul>
<p><b>New Business:</b></p>	<p><b>Applicant Summaries:</b></p> <ul style="list-style-type: none"> <li>• The committee reviewed the summary for candidate #2019-19. After a brief discussion, the committee decided to move the candidate forward to the Executive committee for review.</li> </ul>

**Motion:** Ms. Hunt made a motion to move candidate #2019-19 forward to the Executive committee for review. Ms. Rodriguez seconded the motion. The motion was adopted unanimously without debate.

- The committee reviewed the summary for candidate #2020-04. After a brief discussion, the committee decided to move the candidate forward to the Executive committee for review.

**Motion:** Ms. Hunt made a motion to move candidate #2020-04 forward to the Executive committee for review. Mr. Wright seconded the motion. The motion was adopted unanimously without debate.

- The committee reviewed the summary for candidate #2020-08. After a brief discussion, the committee decided to move the candidate forward to the Executive committee for review.

**Motion:** Ms. Rodriguez made a motion to move candidate #2020-08 forward to the Executive committee for review. Ms. Hunt seconded the motion. The motion was adopted unanimously without debate.

- The committee reviewed the summary for candidate #2020-09. After a brief discussion, the committee decided to move the candidate forward to the Executive committee for review.

**Motion:** Ms. Hunt made a motion to move candidate #2020-09 forward to the Executive committee for review. Ms. Rodriguez seconded the motion. The motion was adopted unanimously without debate.

- The committee reviewed the summary for applicant #2021-AM07. After a brief discussion, the committee decided to move the candidate forward to the next step in the membership process (interview).

**Motion:** Ms. Seidita made a motion to move candidate #2021-AM07 forward to the next step in the membership process (interview). Ms. Hunt seconded the motion. The motion was adopted unanimously without debate.

- The committee reviewed the summary for applicant #2021-AM05. After a brief discussion, the committee decided to move the candidate forward to the next step in the membership process (interview).

**Motion:** Ms. Hunt made a motion to move candidate #2021-AM05 forward to the next step in the membership process (interview). Ms. Seidita seconded the motion. The motion was adopted unanimously without debate.

- The committee reviewed the summary for applicant #2021-AM06. After a brief discussion, the committee decided to move the candidate forward to the next step in the membership process (interview).

**Motion:** Ms. Hunt made a motion to move candidate #2021-AM06 forward to the next step in the membership process (interview). Mr. Beasley seconded the motion. The motion was adopted unanimously without debate.

- The committee reviewed the summary for applicant #2021-AM02. After a brief discussion, the committee decided to move the candidate forward to the next step in the membership process (interview).

**Motion:** Ms. Hunt made a motion to move candidate #2021-AM02 forward to the next step in the membership process (interview). Mr. Beasley seconded the motion. The motion was adopted unanimously without debate.

- The committee reviewed the summary for applicant #2021-AM01. After a brief discussion, the committee decided to move the candidate forward to the next step in the membership process (interview).

	<p><b>Motion:</b> Ms. Hunt made a motion to move candidate #2021-AM01 forward to the next step in the membership process (interview). Mr. Beasley seconded the motion. The motion was adopted unanimously without debate.</p> <p><b>Motion:</b> Mr. Haubenestel made a motion to postpone the World AIDS Day discussion and annual training discussion to the next meeting. Ms. Rodriguez seconded the motion. The motion was adopted unanimously without debate.</p> <p><b>Draft May Agenda:</b></p> <ul style="list-style-type: none"> <li>Ms. Cross informed the committee that PCS will email the combined committee work plan and a draft of the May agenda to the committee chairs for review.</li> </ul>
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**ACTION ITEMS**

Item	
Send attendance warning letters	PCS
Send work plan and May agenda to Chairs for review	PCS
<b>Next Meeting</b>	May 4, 2021
<b>Adjournment:</b>	4:30 p.m.

Prepared by: David Bent Date: 04/12/2021

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_