

Central Florida HIV Planning Council

Membership and PR & Marketing Committee Meeting Minutes

May 4, 2021

Call to Order: The Membership Chair, Ms. Seidita called the meeting to order at 2:13 p.m. at the Hilton Garden Inn located 1275 Lee Rd, Winter Park, FL 32789.

Members Present: Willie Beasley, Angela Hunt, Vel Cline, Chris Haubenestel, Jessica Seidita via teleconference, Angus Bradshaw via teleconference, Lori Leaf via teleconference

Members Excused: John Curry

Absent: Roy Harry, Carlitos Diaz, David Rodriguez, Chris Hackford

Approval of the agenda:	The committee reviewed the agenda for the committee meeting. Motion: Mr. Cline made a motion to approve the agenda with the updates. Mr. Haubenestel seconded the motion. The motion was adopted unanimously without debate.
Approval of the April 6th Minutes:	PR & Marketing Committee Minutes <ul style="list-style-type: none">The committee reviewed the April 6th Membership and PR & Marketing Committee minutes and corrected a grammatical error. The minutes were approved as written with the grammatical change.
Open the floor for public comment:	<ul style="list-style-type: none">There were no public comments or comment cards received during the meeting.
Mini Training:	Member Retention: Mr. Bent provided the committee with a member retention mini training. Mr. Bent highlighted following key points:

	<ul style="list-style-type: none"> • Member retention is the process of holding people together through meaningful connection. • Retention of new members and continued engagement of current members is critical to the long-term success of the Planning Council. • It takes less effort to retain a member than to recruit a new member. When a member is retained, new growth occurs with every recruit. • New members need a welcoming onboarding experience, made to feel appreciated, a mentor and ongoing training. • Senior members need opportunities for growth, recognition of milestones/accomplishments, and the ability to utilize their professional skills. • The key to retention is to lead by example, know your role, be proactive, and to embody the mission.
<p>Reports:</p>	<p>Membership Matrix:</p> <ul style="list-style-type: none"> • 20 Planning Council Members • 10 PWH Planning Council Members • 7 unconflicted/unaligned PWH/Planning Council members <p>PC Reflectiveness:</p> <ul style="list-style-type: none"> • The committee discussed the current open mandated seats. <p>Committee Roster:</p> <ul style="list-style-type: none"> • The committee reviewed and discussed the current state of the merged committee roster. Ms. Cross informed the committee that there are 4 individuals in the pipeline that are in the process of being appointed as

	<p>full members to the Planning Council.</p> <p>Attendance Roster:</p> <ul style="list-style-type: none"> The committee reviewed the CFHPC attendance roster. After a brief discussion it was determined that two associate members need to be sent a warning letters due to missing two consecutive committee meetings. <p>Motion: Mr. Beasley made a motion to send warning letters to two associate members due to missing two consecutive committee meetings. Ms. Hunt seconded the motion. The motion was adopted unanimously without debate.</p>
<p>Unfinished Business:</p>	<p>Recruitment Activities:</p> <p>The committee discussed the following:</p> <ul style="list-style-type: none"> Reaching out to The Center for their HIV testing events. Mr. Cline volunteered to reach out to The Center. Encouraging providers and case managers to talk with clients about the Planning Council and attending meetings. Creating a digital & paper recruitment packet. Mr. Beasley and Mr. Cline volunteered to record training videos based off the one-on-one training slide presentation. Providing face mask with the CFHPC logo Ms. Cross encouraged the committee to think about the type of recruitment event they would create. The committee will bring their ideas to the committee meeting next month.

	<p>Facebook:</p> <p>Mr. Bent reported that over the past 28 days there were:</p> <ul style="list-style-type: none"> • 1,079 Page Likes • 1, 043 People Reached • 519 Post Engagement • 2 Page Likes <p>Instagram:</p> <p>Mr. Bent reported the following:</p> <ul style="list-style-type: none"> • 83 Posts • 181 Followers
<p>New Business:</p>	<p>Applicant Interviews:</p> <ul style="list-style-type: none"> • Ms. Cross informed the committee that PCS is in the process of setting up interviews for five applicants. PCS will reach out to the committee members for volunteers to conduct the virtual interviews. <p>Orientation Evaluations:</p> <ul style="list-style-type: none"> • The committee reviewed the new member orientation evaluation form. After a brief discussion, the committee decided that a 30-day review is needed. <p>Motion: Mr. Cline made a motion for a 30-day review of the orientation evaluation form. Ms. Seidita seconded the motion. The motion was adopted unanimously without debate.</p> <p>Motion: Mr. Cline made a motion to extend the meeting for an additional 15 minutes to complete the remaining agenda items. Mr. Haubenestel seconded the motion. The motion was adopted unanimously without debate.</p> <p>Orientation:</p> <ul style="list-style-type: none"> • Ms. Cross encouraged committee members

to attend the next virtual orientation. Mr. Beasley and Mr. Cline volunteered to attend the next orientation.

Leadership Training:

- After a brief discussion, the committee decided that doodle poll should be created and sent out to determine the date and time of the leadership training. PCS will create and send out the doodle poll. The committee also suggested that an email be sent out all PC member to gather their input about the leadership agenda items.

Annual Training:

- The committee discussed the annual training/retreat. The committee suggested that a doodle poll be created to determine the day and time of the annual retreat. PCS will create and send out the doodle poll.

World AIDS Day:

- After a brief discussion, the committee determined that the first World AIDS Day Workgroup meeting should be held Friday, May 28th, 2021 at 10:00 a.m.

Motion: Mr. Cline made a motion to table the Red Ribbon Times and National Testing day discussion until the next meeting. Mr. Haubenstel seconded the motion. The motion was adopted unanimously without debate.

Draft June Agenda:

- Ms. Cross informed the committee that PCS will email the combined committee work plan and a draft of the June agenda to the committee chairs for review.

ACTION ITEMS

Item	
Send attendance warning letters to two associate members.	PCS
Create doodle poll to determine date and time of	PCS

annual retreat, and leadership training topics	
Next Meeting	June 1 st , 2021
Adjournment:	4:18 p.m.

Prepared by: David Bent Date: 05/10/2021

Willie Beasley

Approved by: _____ Date: 06/23/21

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