

Central Florida HIV Planning Council

Membership and PR & Marketing Committee Meeting Minutes

June 18, 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, Mike Alonso, Angus Bradshaw Gabriella Rodriguez, Angela Hunt, Marion Stephney, Chris Haubenestel Jessica Seidita via teleconference, John Curry via teleconference

Members Excused: Lori Leaf, Vel Cline, Kim Murphy

Absent: Carlitos Diaz, Christine Hackford, Roy Harry

Approval of the agenda:	The committee reviewed the agenda and made the following updates: <ul style="list-style-type: none">• Added World AIDS Day update• Added Newsletter Policy & Procedure• Removed Marketing Plan discussion Motion: Mr. Haubenestel made a motion to approve the agenda with the updates. Mr. Bradshaw seconded the motion. The motion was adopted unanimously without debate.
Approval of the May 4th minutes:	<ul style="list-style-type: none">• The May 4th minutes were accepted as is.
Open the floor for public comment:	<ul style="list-style-type: none">• There were no public comments or comment cards received during the meeting.
Reports:	Membership Matrix: <ul style="list-style-type: none">• 23 Planning Council Members• 11 PWH Planning Council Members• 8 unconflicted/unaligned PWH/Planning Council members

PC Reflectiveness:

Ms. Cross informed of the following open manded seats.

- Part D, or if none present, representatives of organizations addressing the needs of children, youth, and families with HIV.
- Hospitals planning agencies or healthcare planning agencies.
- Representatives of/or formally incarcerated PWH

- Ms. Seidita informed the committee that based on the currently reflectiveness, the committee should be looking to recruit individuals between the ages of 20 – 29 & 50 – 60+, Asian/Pacific Islander, and African Americans.

Attendance Roster:

- The committee reviewed the CFHPC attendance roster. After a brief discussion it was determined that one member of the Planning Council should receive attendance warning letter due to missing two consecutive committee meetings. Two planning Council members will receive a “Thank You Letter”.

Motion: Ms. Rodriguez made a motion to send Mr. Diaz an attendance warning letters due to missing two consecutive committee meetings. Mr. Curry seconded the motion. The motion was adopted unanimously without debate.

Motion: Ms. Seidita made a motion to send a thank you letter to Ms. Hester. Mr. Bradshaw seconded the motion. The motion was adopted unanimously without debate.

Motion: Mr. Bradshaw made a motion to send Mr. McNelis thank you letter. Mr. Curry seconded the motion. The motion was adopted unanimously without debate.

	<p>2021 World AIDS Day Update:</p> <p>Mr. Haubenstel reported the following:</p> <ul style="list-style-type: none"> • The first virtual workgroup meeting took place on June 11, 2021. • The World AIDS day event this year will take place on Wednesday, December 1, 2021, from 6:00 p.m. – 8:00 p.m. The theme of the event will be “Together Again”. • The event will be a hybrid with a main location with satellite sites. • The event will include entertainment, performances, quilt ceremony, unsung hero award, and Mayor proclamation. • The next workgroup meeting will take place on July 9, 2021, at 10:00 a.m.
<p>Unfinished Business:</p>	<p>Recruitment Activities:</p> <ul style="list-style-type: none"> • Ms. Cross recommended that the committee think about upcoming events that members can attend to recruit potential members. <p>Facebook:</p> <p>Mr. Bent reported that over the past 28 days there were:</p> <ul style="list-style-type: none"> • 1,087 Page Likes • 1,093 People Reached • 405 Post Engagement • 6 Page Likes <p>Instagram:</p> <p>Mr. Bent reported the following:</p> <ul style="list-style-type: none"> • 109 Posts • 196 Followers

<p>New Business:</p>	<p>Applicant Summaries:</p> <ul style="list-style-type: none"> The committee reviewed the interview update for candidate #2020-AM07. After a brief discussion, the committee decided to move the candidate forward to the Executive committee for review. <p>Motion: Mr. Beasley made a motion to move candidate #2020-AM07 forward to the Executive committee for review. Mr. Bradshaw seconded the motion. The motion was adopted unanimously without debate.</p> <ul style="list-style-type: none"> The committee reviewed the interview update for candidate #2021-AM02. After a brief discussion, the committee decided to move the candidate forward to the Executive committee for review. <p>Motion: Mr. Curry made a motion to move candidate #2021-AM02 forward to the Executive committee for review. Mr. Bradshaw seconded the motion. The motion was adopted unanimously without debate.</p> <ul style="list-style-type: none"> The committee reviewed the interview update for candidate #2021-AM01. After a brief discussion, the committee decided to move the candidate forward to the Executive committee for review. <p>Motion: Mr. Bradshaw made a motion to move candidate #2021-AM01 forward to the Executive committee for review. Mr. Curry seconded the motion. The motion was adopted unanimously without debate.</p> <p>Attendance Policy & Procedure:</p> <ul style="list-style-type: none"> The committee reviewed and discussed the Attendance Policy & Procedure. After a brief discussion regarding meeting call ins and the Covid-19 pandemic, the committee

decided to suspend Attendance Policy & Procedure until the end of September.

Motion: Mr. Bradshaw made to suspend the Attendance Policy & Procedure until the end of September. Mr. Beasley seconded the motion. The motion was adopted unanimously without debate.

Newsletter Policy & Procedure:

- The committee reviewed and discussed the Newsletter Policy & Procedure. The committee also reviewed the content for volume 9 of the Red Ribbon Times. The committee decided that the submission due date will be July 18th with a release date in September.

Motion: Ms. Rodriguez made the motion to extend the meeting by 10 minutes to complete the remaining items on the agenda. Mr. Bradshaw seconded the motion. The motion was adopted unanimously without debate.

Jr. Co-Chair Nominations:

Ms. Cross provided the committee with a list of members that are eligible to be nominated for the Planning Council Jr. Co-Chair.

- Ms. Seidita nominated Mr. Cline.
- Ms. Stephaney nominated Mr. Westbrook.
- Mr. Alonso nominated Ms. Hunt.
- Mr. Beasley nominated Ms. Seidita.

Annual Committee Reports:

- Ms. Cross informed the committee that a copy of the last year's report will be emailed. Due to the committee merge, the member will have to decided if they want to complete one merged report or one report for reach committee.

Draft July Agenda:

- The committee drafted the July Agenda.

	<p>Motion: Mr. Haubenestel made a motion to approve the July agenda. Mr. Bradshaw seconded the motion. The motion was adopted unanimously without debate.</p>
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ACTION ITEMS	
Item	
Send attendance warning letter and thank you letters	PCS
Email the annual committee report to committee members	PCS
Next Meeting	July 6, 2021
Adjournment:	4:06 p.m.

Prepared by: David Bent Date: 06/28/2021

Approved by: Willie Beasley Date: 07/10/21