

Central Florida HIV Planning Council

Membership and PR & Marketing Committee Meeting Minutes

July 6, 2021

Call to Order: The PR & Marketing Chair, Mr. Beasley called the meeting to order at 2:00 p.m. at the Hilton Garden Inn located 1275 Lee Rd, Winter Park, FL 32789.

Members Present: Willie Beasley, Marion Stephney, Chris Haubenestel, Angela Hunt, Vel Cline, Gabriella Rodriguez, Kim Murphy, Dean Hutchins via teleconference, Jessica Seidita via teleconference, Earl Hunt via teleconference, Chris Hackford via teleconference,

Members Excused: Mike Alonso, Roy Harry, John Curry

Absent: Angus Bradshaw, Carlos Diaz, Lori Leaf

Approval of the agenda:	<p>The committee reviewed the agenda and made the following updates:</p> <ul style="list-style-type: none">• Added Applicant Summaries• Added Ms. Seidita's name to the applicant summaries report. <p>Motion: Mr. Haubenestel made a motion to approve the agenda with the updates. Mr. Cline seconded the motion. The motion was adopted unanimously without debate.</p>
Approval of the June 18th minutes:	<ul style="list-style-type: none">• Page 3 included an update to ensure it stated "2 warning letters and 1 Thank You letter" was sent out. <p>Motion: Mr. Haubenestel made a motion to approve the minutes with the updates. Mr. Cline seconded the motion. The motion was adopted unanimously without debate.</p>
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:

- 23 Planning Council Members
- 11 PWH Planning Council Members (47.8%)
- 8 unconflicted/unaligned PWH/Planning Council members (34.7%)

PC Reflectiveness:

Ms. Seidita informed of the following open mandated 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+, open to all genders and African Americans, Hispanic.

Committee Roster:

- Ms. Cross provided a brief overview of the Committee Roster and mentioned that all committees are in compliance as it pertains to regular and associate member balance.

Attendance Roster:

- The committee reviewed the CFHPC attendance roster. After a brief discussion it was determined that 1 member of the Planning Council should receive attendance warning letters due to missing two consecutive committee meetings.

Motion: Mr. Cline made a motion to send Mr. Diaz a removal letter due to missing three consecutive committee meetings. Ms. Hunt

	<p>seconded the motion. The motion was adopted unanimately without debate.</p> <p>Social Media Engagements:</p> <ul style="list-style-type: none"> • Mr. Bent provided a brief overview of the social media insights from the last month. <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>2021 World AIDS Day Update:</p> <p>Mr. Haubenestel 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 2, 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.

	<ul style="list-style-type: none"> • The committee conducted a brainstorming session with ideas to host their Annual Recruitment event around a Holiday or other national day of significance. • Ms. Rodriguez entertained the idea of hosting an event around Thanksgiving and using the event to recruit for the Planning Council and • Mr. Haubenestel mentioned it might be best to rally up the CFHPC Recruiters to provide a refresher and delegate the task of putting the annual event together. • Ms. Cross suggested the recruiters should meet quarterly to ensure the PC is moving forward with the recruitment efforts. • Mr. Bent presented the CFHPC Recruitment tracker that he created and • Mr. Haubenestel mentioned we should think about creating criteria for a list of events per year rather than one big event. • Ms. Seidita suggested to ask the Community Meeting for ideas as well. <p>CFHPC Marketing Plan: Ms. Cross provided an update on the CFHPC Marketing Plan to ensure:</p> <ul style="list-style-type: none"> • Change HIV/AIDS to HIV • Consumer to Client • Adding PR & Marketing and Membership as the primary responsibility. <p>Ms. Cross mentioned that this item will be provided to the CFHPC recruiters for them to update, maintain and report back to the</p>
<p>New Business:</p>	<p>Applicant Summaries:</p> <ul style="list-style-type: none"> • The committee reviewed the interview update for candidate #2020-10. After a brief discussion, the committee decided to move the candidate forward for an interview. <p>Motion: Ms. Hunt made a motion to move candidate #2020-10 forward for an interview. Mr. Beasley seconded the motion. The motion was adopted unanimously without debate.</p>

- The committee reviewed the interview update for candidate #2020-AM10. After a brief discussion, the committee decided to move the candidate forward for an interview.

Motion: Mr. Beasley made a motion to move candidate #2020-AM10 forward to the Executive committee for review. Mr. Cline seconded the motion. The motion was adopted unanimously without debate.

Open Nominations:

- Ms. Cross provided an update concerning the Jr. Co-chair position and mentioned the list needed to be condensed from those that didn't have enough years in their term to be the Jr. Co-chair as well as the Sr. Co-chair to ensure compliance with the CFHPC Bylaws.

Red Ribbon Times Vol. 9:

- 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 19th with a release date in September.

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 decide if they want to complete one merged report or one report for each committee.

Draft August Agenda:

- The committee drafted the August Agenda.

Motion: Mr. Haubenestel made a motion to approve the August agenda. Mr. Cline seconded

	<p>the motion. The motion was adopted unanimously without debate.</p> <p>July Leadership Evaluations:</p> <ul style="list-style-type: none"> • The Committee Conducted quarterly leadership evaluations.
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ACTION ITEMS	
Item	
Solicit Community Meeting for feedback: <ul style="list-style-type: none"> • Recruitment Events • Educational Info graphs 	PCS
Email the annual committee report to committee members	PCS
Next Meeting	August 8th, 2021
Adjournment:	4:06 p.m.

Prepared by: Melanie Cross Date: 07/12/2021

Approved by: Willie Beasley Date: 08/05/2021