

Central Florida HIV Planning Council

Membership and PR & Marketing Committee Meeting Minutes

August 3, 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, Jessica Seidita, Angela Hunt, Vel Cline, Marion Stephaney, William Haubenestel, Dean Hutchins via teleconference, Kim Murphy via teleconference, Gabriella Rodriguez via teleconference

Members Excused: Lori Leaf, Mike Alonso, Yissel Hernandez, John Curry

Absent: Angus Bradshaw, Roy Harry, Chris Hackford

Approval of the agenda:	<p>The committee reviewed the agenda and did not have any updates.</p> <p>Motion: Ms. Seidita made a motion to accept the agenda as is. Mr. Cline seconded the motion. The motion was adopted unanimously without debate.</p>
Approval of the July 6th 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:	<p>Membership Matrix:</p> <ul style="list-style-type: none">• 23 Planning Council Members• 11 PWH Planning Council Members• 8 unconflicted/unaligned PWH/Planning Council members <p>PC Reflectiveness:</p>

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.
- Hospital planning agencies or other healthcare planning agencies.
- Representatives of/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+, African Americans, and Hispanic individuals.

Ms. Cross provided the following updates:

- Two individuals reached out requesting applications.
- Encouraged the committee to be mindful that the merged Membership and PR & Marketing committee is in compliance regarding reflectiveness; however, the committees would not be in compliance individually if they decided to unmerge next year.

Committee Roster:

- The committee reviewed the eligible nominees for the Planning Council Jr. Co-Chair, Patient Care Consumer Representative, and Prevention Consumer Representative roles.
- Ms. Cross informed the committee that Mr. Beasley was the only eligible individual that accepted the nomination for Planning Council Jr. Co-Chair, but would still need to go through the voting process to be elected.
- Mr. Bent informed the committee that Mr. Collins accepted the nomination for Prevention Consumer Representative.
- Ms. Cross reminded the committee that the current FCPN representatives will continue to serve in their roles until Summer 2022. Current eligible nominees will stay on file for next year's elections.

Attendance Roster:

The committee reviewed the CFHPC attendance roster. Mr. Bent informed the committee of the following updates:

- A termination letter was sent to Carlitos Diaz of Membership and PR & Marketing in July.
- The SSQ & Needs Assessment and Executive committees do not currently have anyone out of compliance.

Ms. Cross informed the committee that she will contact Roy Harry regarding attendance of the Planning Council meetings.

Ms. Cross also informed the committee that they are welcome to draft any needed letters regarding attendance and send them to the Planning Council for approval.

Social Media:

Regarding Facebook, Mr. Bent reported that over the past 28 days (July 2-July 30) there were:

- 1,088 Page Likes
- 3,532 People Reached
- 543 Post Engagements
- 10 Page Likes

Regarding Instagram, Mr. Bent reported that there are:

- 125 Posts
- 200 Followers

Future of CFHPC Social Media:

- Ms. Cross recommended that the committee think about their goals regarding social media for the following year.
- Mika Mendoza suggested starting a podcast or a collection of YouTube videos about the HIV care continuum.

	<ul style="list-style-type: none"> • A brief discussion was had amongst the committee about different strategies and ideas surrounding moving forward with this strategy. • Mr. Beasley requested a report of all previous social media data so that the committee could make an informed decision about their social media goals.
<p>Unfinished Business:</p>	<p>Recruitment Activities:</p> <ul style="list-style-type: none"> • Reports from RWCM 8/17. • Ms. Cross provided the following updates: <ul style="list-style-type: none"> ○ Planning Council Support will solicit feedback from anyone that wants to be involved in the Planning Council. ○ PCS will work on recruitment refresher. ○ Meeting with recruiters quarterly ○ Planning multiple events-October <p>Annual Recruitment Activity</p> <ul style="list-style-type: none"> • Ms. Cross informed the committee that the planning cycle’s annual recruitment activity requirement has been fulfilled. <p>Annual Committee Reports</p> <ul style="list-style-type: none"> • Ms. Cross informed the committee that they have the opportunity to present one merged report to represent the Membership and PR & Marketing committees at data presentation or two reports similar to previous years. <p>Motion: Ms. Seidita made a motion to merge the annual report for data presentation into one report to represent the Membership and PR & Marketing committees. Mr. Cline seconded the motion. The motion was adopted unanimously without debate.</p> <p>Red Ribbon Times Volume 9</p> <ul style="list-style-type: none"> • Ms. Cross informed the committee that the deadline to submit articles for the Red Ribbon Times was extended through Wednesday August 4th, 2021.

<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 to the Executive committee for review. <p>Motion: Mr. Beasley made a motion to move candidate #2020-10 forward to the Executive committee for review. Mr. Cline seconded the motion. The motion was adopted unanimously without debate.</p> <ul style="list-style-type: none"> The committee reviewed an update for candidate #2021-AM02. After a brief discussion, the committee decided to move the candidate forward with an interview. <p>Motion: Mr. Cline made a motion to move candidate #2021-AM02 forward with an interview. Ms. Stephaney seconded the motion. The motion was adopted unanimously without debate.</p> <p>Annual Retreat Evaluations</p> <ul style="list-style-type: none"> Ms. Cross presented survey data from the Annual Retreat training held on 7/31/21 regarding improvements that could be made for the upcoming Annual Retreat training on 8/28/21. No feedback was given by the committee at this time. <p>Orientation Evaluations:</p> <ul style="list-style-type: none"> Ms. Cross presented results from the Planning Council Orientation evaluation held on 7/27/21. All reviews were positive. Mr. Bent informed the committee that Planning Council Support would send the results to the committee via email. Five individuals were oriented in July 2021. Mr. Bent informed the committee that each planning cycle reviews the survey questions and has the authority to change them if needed.

Educational Infographics:

- Ms. Rodriguez recommended revisiting the COVID-19 and HIV infographic that the committee was going to use last year. Ms. Cross informed the committee that she would look into previous infographics on this topic in the archive.
- Mr. Cline recommended that the committee include the Orangecountyfl.hiv website information on Planning Council materials. Ms. Murphy suggested making an infographic regarding the website information.

Recruitment Refresher:

- Ms. Cross provided an update earlier in the meeting regarding the recruitment refresher. The refresher will be open to all Planning Council members.

2021 Committee Work Plans and Leadership Evaluations:

- Ms. Cross informed the committee that if the work plan was approved today, then it would go to the Executive Committee for approval for next year. The committee was informed to disregard a date mistake on one of the provided sheets and that it would be corrected before being submitted.
- Ms. Seidita recommended aligning the mini trainings to reflect the Membership and PR & Marketing committees being merged. The proposed change would mean that mini trainings would be every other month for both committees and a training would be added in November.

Motion: Mr. Beasley made a motion to accept the proposed changes to the work plan and submit them to the Executive Committee. Mr. Cline seconded the motion. The motion was adopted unanimously without debate.

Draft October Agenda:

- The committee was reminded that there would be no committee meetings in September due to data presentation.

ACTION ITEMS	
Item	
Provide committee with a report on all previous social media data that has been presented to help members determine future goals.	PCS
Recruitment activities and recruitment refresher.	PCS
Provide committee with survey results from orientation and training evaluations.	PCS
Review past educational infographics on COVID-19 and HIV.	PCS
Next Meeting	October 5 th , 2021
Adjournment:	3:46 PM by Ms. Seidita

Prepared by: Whitney Marshall Date: 8/4/21

Approved by: Jessica Seidita Date: 10/12/2021