

# Central Florida HIV Planning Council

## Membership and PR & Marketing Committee Meeting Minutes

November 2, 2021

**Call to Order:** The Membership Chair, Mr. Cline, 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:** Vel Cline, Marion Stephney, Kim Murphy, Priscilla Torres, William Haubenestel, Yissel Hernandez, Gabriella Rodriguez (ex-officio alt.), Chris Hackford via teleconference, Lori Leaf via teleconference

**Members Excused:** Willie Beasley, Jessica Seidita, Angela Hunt

**Absent:** John Curry, Mike Alonso

<b>Approval of the agenda:</b>	<p>The committee reviewed the agenda and did not have any updates.</p> <p><b>Motion:</b> Mr. Haubenestel made a motion to accept the agenda as is. Ms. Rodriguez seconded the motion. The motion was adopted unanimously without debate.</p>
<b>Approval of the October 5<sup>th</sup> minutes:</b>	<ul style="list-style-type: none"><li>• The October 5<sup>th</sup> minutes were accepted as is.</li></ul>
<b>Open the floor for public comment:</b>	<ul style="list-style-type: none"><li>• PCS did not receive any comment cards.</li><li>• Ms. Stephaney made a public comment regarding the placement of PCS flyers and advertisement in providers' offices.</li></ul>
<b>Reports:</b>	<p><b>Membership Matrix:</b></p> <ul style="list-style-type: none"><li>• 22 Planning Council Members</li><li>• 11 PWH Planning Council Members</li><li>• 9 unconflicted/unaligned PWH/Planning Council members</li></ul> <p><b>PC Reflectiveness:</b></p>

Ms. Marshall 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.
- Representatives of/formally incarcerated PWH.
- Local Public Health Agencies
- Ms. Marshall 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.

**Attendance Roster:**

- Ms. Marshall informed the committee that there were no attendance letters that needed to be sent as it is only the second Membership and PR & Marketing meeting of the month.

**Social Media:**

Regarding Facebook, Mr. Bent reported that over the past 28 days (October 4- October 31) there were:

- 1,095 Page Likes
- 1,335 People Reached
- 437 Post Engagements
- 4 Page Likes

Regarding Instagram, Mr. Bent reported that there are:

- 163 Posts
- 218 Followers

After the report the committee briefly discussed the following:

- Ms. Murphy suggested posting the RWHAP Grievance procedure on the CFHPC social media.

	<ul style="list-style-type: none"> <li>• The committee requested that last year’s social media guidelines be reviewed at the next meeting to increase social media engagement.</li> <li>• Mr. Bent reminded the committee that they are encouraged to send PCS any recommend posts or topics for the CFHPC social media pages.</li> <li>• Ms. Rodriguez suggested creating awareness day content and having the committee decide what this content and verbiage would look like for CFHPC social media.</li> </ul> <p><b>Making Data Meaningful Mini Training:</b></p> <p>Mr. Bent provided the committee with a mini training on “Making Data Meaningful”. The following topics were discussed:</p> <ul style="list-style-type: none"> <li>• The difference between data and information.</li> <li>• Strategies for using data to make informed decisions about improving services.</li> <li>• An discussion portion where participants provided feedback on how the CFHPC can use data to increase outreach and recruitment efforts.</li> </ul>
<p><b>Unfinished Business:</b></p>	<p><b>Red Ribbon Times Volume 9:</b></p> <ul style="list-style-type: none"> <li>• Ms. Marshall informed the committee that they should receive the printed copies of the Red Ribbon Times, vol. 9 within the next few weeks. An article in the originally printed version had to be removed prior to distribution.</li> </ul>
<p><b>New Business:</b></p>	<p><b>Educational Infographics:</b></p> <p>The committee had a lengthy discussion on future topics for educational infographics. The following topics were suggested:</p> <ul style="list-style-type: none"> <li>• Sexual health and wellness reminders for individuals entering the dating scene after extended periods.</li> <li>• Data and statistics to engage youth and college-aged students.</li> <li>• Narrating infographics for individuals with visual impairments.</li> </ul>

- Reducing HIV stigma.
- Updating recruitment flyers with member-focused information (i.e. pictures from meetings, pictures of CHFHPC leadership) and sections on getting involved in CFHPC in plain language.

**Motion:** Mr. Hernandez made a motion to extend the meeting fifteen minutes. Ms. Stephney seconded the motion. The motion was adopted unanimously without debate.

**Upcoming Recruitment Activities:**

- The committee discussed potential recruitment activities and events for 2022, such as an open house or panel discussion with CFHPC members. After a brief discussion, the committee agreed to table the discussion for the next meeting to allow PCS time to determine the budgetary restraints for community meetings.

**Membership Policies and Procedures; PR & Marketing Policies and Procedures; and Review & Update Marketing Plan:**

- The committee discussed having a review period for members to have time to properly assess the Membership and PR & Marketing Policies and Procedures and Marketing plan.



**Motion:** Ms. Rodriguez made a motion to enact a 60-day review period for the committee to review the following policies and procedures: 1) Planning Council Application & Open Nominations; 2) Associate Membership; 3) Nomination of Officers; 4) Managing Conflict of Interest; 5) Meeting Etiquette. Ms. Murphy seconded the motion. The motion was adopted unanimously without debate.

**World AIDS Day Workgroup Update:**

- Ms. Marshall reminded the committee that there will only be two more WAD Workgroup meetings, on November 12<sup>th</sup> and November 19<sup>th</sup>, before the event on November 30<sup>th</sup> at 6:00 PM.

	<ul style="list-style-type: none"> <li>The host of the event will be Ms. Darcel Stevens. The workgroup discussed the run of show and chose the recipients for the Unsung Hero Award at the previous meeting.</li> </ul> <p><b>Announcements:</b></p> <ul style="list-style-type: none"> <li>Ms. Marshall reminded the attendees that there will be no committee meetings in December due to the holidays. The next Membership and PR &amp; Marketing Committee meeting will be on January 4, 2022.</li> <li>Ms. Rodriguez informed the committee that attendees will have an opportunity to create portions of the 2021 World AIDS Day quilt at the Ryan White Community meeting on November 16, 2021 at 6:00 PM.</li> </ul>
Action Items	
Items	Party Responsible
Review previously established social media guidelines in next committee meeting.	PCS
Research social media strategies employed by other Planning Councils in Florida.	PCS
Research HIV support groups to discuss at the next committee meeting.	PCS
Create awareness day content for social media	Everyone
Determine budget, food, and transportation restraints for future recruitment activities.	PCS
<b>Next Meeting</b>	January, 4, 2022
<b>Adjournment:</b>	4:04 PM by Mr. Cline

Prepared by: Whitney Marshall Date: 11/12/21

Approved by:  Date: 

Type something...