

Central Florida HIV Planning Council

Membership and PR & Marketing Committee Meeting Minutes

February 1, 2022

Call to Order: The Membership Chair, Mr. Cline, called the meeting to order at 2:02 p.m. at the Courtyard by Marriott located 730 N. Magnolia Ave., Orlando, FL 32803.

Members Present: Vel Cline, Kim Murphy, Willie Beasley, Jessica Seidita, Angela Hunt, Ida Starks, William Haubenestel, Yissel Hernandez, Priscilla Torres via teleconference, Christine Hackford via teleconference.

Members Excused: None

Absent: Mike Alonso, Lori Leaf

Approval of the agenda:	The committee reviewed the agenda made the following update: <ul style="list-style-type: none">• Replaced Ms. Murphy's name with Ms. Seidita's name for the Mission Statement, Vision Statement, Conflict of Interest, and Core Values. Motion: Ms. Seidita made a motion to accept the agenda as is. Ms. Hunt seconded the motion. The motion was adopted unanimously without debate.
Approval of the November 2nd minutes:	<ul style="list-style-type: none">• The November 2nd minutes were approved as written.
Open the floor for public comment:	<ul style="list-style-type: none">• There were no public comments.• Planning Council Support did not receive any comment cards.
Reports:	Membership Matrix: <ul style="list-style-type: none">• 20 Planning Council Members

- 10 PWH Planning Council Members
- 8 unconflicted/unaligned PWH/Planning Council members

PC Reflectiveness:

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 reported the following:

- A member of the Membership committee resigned from the Planning Council. PCS will send a thank you letter to the member signed by the Planning Council Sr. and Jr. Co-Chairs.
- An associate member of the PR & Marketing committee was sent an attendance letter due to having two unexcused absences.
- An associate member of the Service Systems & Quality committee was sent an attendance letter due to having two unexcused absences.
- A full member of the Planning Council was sent an attendance letter due to having two unexcused absences from the monthly Planning Council meetings.

	<ul style="list-style-type: none"> • Due to the COVID19 pandemic, the policy limiting the number of virtual meeting attendance has been suspended until the end planning cycle. <p>Social Media:</p> <p>Mr. Bent reported the following:</p> <p>Facebook: (October 4-October 31)</p> <ul style="list-style-type: none"> • 1,119 Page Likes • 1,205 People Reached • 616 Post Engagements • 11 Page Likes <p>Instagram:</p> <ul style="list-style-type: none"> • 220 Posts • 231 Followers
<p>Unfinished Business:</p>	<p>Educational Infographic Discussion:</p> <ul style="list-style-type: none"> • The committee discussed creating a sexual health and wellness infographic. The committee decided that the infographic should contain a section with misconceptions about HIV and STI testing. Mr. Cline, Ms. Starks, and Ms. Hernandez volunteered to create a list of misconceptions for the sexual health and wellness infographic. Once all the ideas are gathered, the information will be provided to the Orange County graphics department to create the infographic. <p>Recruitment Activities Discussion:</p> <ul style="list-style-type: none"> • The committee discussion ideas for a Planning Council recruitment activity that will encourage community engagement and participation. After much discussion, the committee decided that

they would like to create a Planning Council open house recruitment event.

- The open house would include a meet and greet, open mic session, food, swag bags with membership application, Planning Council member testimonials, and other entertainment that is TBD. Depending on space availability, event will take place a Saturday in May or June.
- The committee discussed the need to be more intentional regarding invitations to the event by nominating individuals. Ms. Rodriguez volunteered to provide PCS with a copy of a nomination form.
- The committee discussed the following locations on the following possible locations for the event:

Department of Health
832 W. Central Ave
Orlando, FL 32805

City of Orlando Community Center
(Multiple locations)

Carl T. Langford Park
1808 E. Central Blvd
Orlando, FL 32803

Motion: Ms. Seidita made a motion to create a Planning Council open house meet and greet recruitment event. Ms. Hunt seconded the motion. The motion was adopted unanimously without debate.

Upcoming Recruitment & Tabling opportunities:

Saturday, February 12, 2022

10:00 am – 12:00 pm

The Center Orlando

(Legislation protest sign creation)

Volunteers: Kim Murphy, Willie Beasley

Saturday, February 12, 2022

PrEP'ed For Love

10:00 pm - Midnight

HÄOS on Church

123 W. Church St.

Orlando, FL 32801

Volunteers: Gabriella Rodriguez, Kim Murphy

Monday, February 28, 2022

5:00 pm – 9:00 pm

One Wash at a Time (HIV Awareness & Testing)

5:00 pm – 9:00 pm

Sunshine Coin Laundry

700 W. Livingston St.

Orlando, FL 32805

Volunteers: Gabriella Rodriguez, Yissel Hernandez,
PCS

Saturday, April 2, 2022

7:00 am - 3:30 pm

Buddy Dyer Neighborhood & Community Summit

Loews Royal Pacific Resort

6300 Hollywood Way

Orlando FL, 32819

Volunteers: TBD

Central Florida HIV Planning Council Marketing Plan:

The committee reviewed the marketing plan and decided that page numbers should be added to bottom of each page. After a brief discussion, the committee decided on the following:


- Remove the “at diagnosis” verbiage.
- Add PR & Marketing to the development of the newsletter (Red Ribbon Times).
- Correct minor punctuation, syntax, and spelling.

	<p>Motion: Ms. Seidita made a motion to approve the Central Florida HIV Planning Council Marketing plan with the updates. Ms. Starks seconded the motion. The motion was adopted unanimously without debate.</p>
<p>New Business:</p>	<p>Applicant Summaries:</p> <ul style="list-style-type: none"> • The committee reviewed the summary for Candidate 2021-04. After a brief discussion, the committee decided to move the candidate forward to the Executive Committee for review with a recommendation to serve on the Membership committee. <p>Motion: Mr. Beasley made a motion to move Candidate 2021-05 forward to the Executive committee for review with a recommendation to serve on the Membership committee. Ms. Seidita seconded the motion. The motion was adopted unanimously without debate.</p> <ul style="list-style-type: none"> • The committee reviewed the summary for Candidate 2021-05. After a brief discussion, the committee decided to move the candidate forward to the Executive Committee for review with a recommendation to serve on the Service Systems & Quality committee. <p>Motion: Mr. Beasley made a motion to move Candidate 2021-05 forward to the Executive Committee for review with a recommendation to serve on the Service Systems & Quality Committee. Ms. Seidita seconded the motion. The motion was adopted unanimously without debate.</p> <ul style="list-style-type: none"> • The committee reviewed the summary for Candidate 2022-01. After a brief discussion, the committee decided to move the candidate forward to the Executive Committee for review with a recommendation to serve on the Membership Committee.

	<p>Motion: Ms. Seidita made a motion to move Candidate 2022-01 forward to the Executive Committee with the recommendation to serve on the Membership Committee. Ms. Starks seconded the motion. The motion was adopted unanimously without debate.</p> <p>Leadership Evaluations:</p> <ul style="list-style-type: none"> • The committee completed the leadership evaluations via paper and Mentimeter. <p>Red Ribbon Times – Volume 10:</p> <p>The committee discussed articles to be included in the next volume of the Red Ribbon Times. After a brief discussion, the committee decided on the following topics:</p> <ul style="list-style-type: none"> • Planning Council member spotlight • AIDS Quilt History highlighting those who have passed on. • The importance of sexual health when dating. • National HIV Testing Day (testing sites) <p>Facebook and Instagram Posting Guidelines:</p> <ul style="list-style-type: none"> • Ms. Marshall recommended that the committee review the posting guidelines and provide feedback at the next committee meeting. <p>Motion: Ms. Seidita made a motion for a 30-day review of the Facebook and Instagram posting guidelines. Ms. Hunt seconded the motion. The motion was adopted unanimously without debate.</p>
Action Items	
Items	Party Responsible

Send thank you letter and survey link to the member that resigned from the Planning Council.	PCS
Create list of ideas and misconceptions about HIV and STI testing for sexual health and wellness infographic	Mr. Cline, Ms. Starks, Ms. Hernandez
Provide PCS with a copy recruitment event nomination form	Gabriella Rodriguez
Next Meeting	March 1, 2022
Adjournment:	3:35 p.m.

Prepared by: David Bent Date: 02/4/2022

Approved by:  Date: 3-1-22