

# Central Florida HIV Planning Council

## Membership and PR & Marketing Committee Meeting Minutes

April 05, 2022

**Call to Order:** The Membership Chair, Ms. Murphy, called the meeting to order at 2:01 p.m. at the Courtyard by Marriott located 730 N. Magnolia Ave., Orlando, FL 32803.

**Members Present:** Willie Beasley, Vel Cline, Jessica Seidita, Angela Hunt, Andres Acosta, Kim Murphy, Yissel Hernandez, Mike Alonso, Priscilla Torres via Teleconference, Chris Hackford via Teleconference, Chris Haubenestel via Teleconference

**Members Excused:** Jermaine Malone, Ida Stark

**Absent:** Lori Leaf

<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. Seidita seconded the motion. The motion was adopted unanimously without debate.</p>
<b>Approval of the March 1<sup>st</sup> minutes:</b>	<ul style="list-style-type: none"><li>• The March 1<sup>st</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>• There were no public comments</li></ul>
<b>Reports:</b>	<p><b>Membership Matrix:</b></p> <ul style="list-style-type: none"><li>• 23 Planning Council Members</li><li>• 13 PWH Planning Council Members</li></ul>

- 9 Unconflicted/unaligned PWH/Planning Council members
- 8 Conflicted members

**PC Reflectiveness:**

Ms. Marshall informed of the following open mandated seats:

- Representatives of/or formally incarcerated PWH
- Local Public Health Agencies
- State Part B Agencies
- Federal HIV Programs, including HIV prevention programs

**Committee Roster:**

- Ms. Marshall reported that there were no changes to the committee roster during the 1st month except for the resignation of an associate member from the Service Systems & Quality committee

**Attendance Roster:**

Ms. Marshall reported the following:

- A member of the Membership and PR & Marketing committee was sent an attendance letter due to two consecutive unexcused absences.
- An associate member of the Service Systems & Quality committee has resigned from the committee and has been sent thank you letter

**Social Media:**

Ms. Tapley reported the following:  
Over the past 28 days (March 07- April 03)

Facebook:

- 2 Page Likes
- 48,001 People Reached
- 1,608 Post Engagements

- Informed the committee that the people reached was above average as a result of the marketing campaign for the Town Hall Meeting event.

Instagram:

- 268 Posts
- 240 Followers

**Town Hall Marketing Report:**

Ms. Marshall reported the following for the Town hall meeting on March 15<sup>th</sup>:

- Informed the committee that this marketing campaign lasted from 03/02/2022 to 03/16/2022. This campaign was ran on 3 platforms- Google, Facebook, and Grindr.

Google Ad Performance

- The device that displayed the ad most for consumers was the mobile device for Google's Ad performance.
- Some of the Google campaign insights showed that using keywords such as "HIV" and "aids" performed significantly best and it is recommended to utilize those words in variation for the next campaign. The advertisement performed best between the hours of 12am-2am. Majority of these impressions were from young males between the ages of 25-34.
- For the Google campaign, some recommendations were to utilize the information provided to curate a more targeted campaign in the future. It was also recommended to create a more engaging landing page and allow for a conversation tag. The conversation tag allows for improved analytics and increased Google Trust Ranking, this will lead it improved distribution.

The committee inquired about paper survey's to provide security and reassurance of privacy for the client and if there was a possibility to provide a code to track more statistics on the source of their information to attend the event.

	<ul style="list-style-type: none"> <li>• Based on the information provided at the Town hall: <i>33 Respondents out of over 75 attendees</i> <ul style="list-style-type: none"> <li>- 18 people discovered the event from a planning council member</li> <li>- 2 of the individuals were followers on social media</li> <li>- 7 people were from word of mouth</li> <li>- 1 was from online advertisement</li> <li>- 5 were from other sources</li> </ul> </li> </ul> <p>Facebook Ad Performance</p> <ul style="list-style-type: none"> <li>• The Facebook engagement reach for this campaign was 55,328 people and had 138,019 impressions total.</li> <li>• The demographics of the people reached were 43% men, 56% women, and most common age group was 65+</li> <li>• For the Facebook ad campaign, some recommendations were separating campaigns between Facebook and Instagram. Another is similar to the google ad campaign of improving landing page and improving the tracking of a conversation to improve the customer experience.</li> </ul> <p>Grindr Ad Performance</p> <ul style="list-style-type: none"> <li>• This platform performed the best and was strongly recommended for Orange County Campaigns.</li> </ul> <p>The committee inquired about expanding and experimenting with platforms similar to Grindr because of its success. The planning council support informed the committee of limitations with these platforms but is something to look into.</p>
<p><b>Unfinished Business:</b></p>	<p><b>Plan Annual Recruitment Activity:</b></p> <ul style="list-style-type: none"> <li>• After a lengthy discussion the committee decided the following: <ul style="list-style-type: none"> <li>• The committee agreed on the name of the event as <i>"Picnic with a Purpose"</i></li> <li>• The event should serve as also a Planning Council Support family/ Meet &amp; Greet day</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Mr. Beasley and Ms. Hernandez volunteered to be responsible for Grilling (including vegetarian options) and other food/sides</li> <li>• Ms. Murphy volunteered to provide a paint by number mural as an activity</li> <li>• Ms. Rodriguez will be following up with the committee regarding a DJ</li> <li>• Entertainment suggestions include: carnival games, raffle/door prizes, DJ/live music</li> <li>• PCS will be following up regarding a Food truck option &amp; agency sponsored testing</li> </ul> <p><b>Motion:</b> Ms. Hernandez made a motion to accept the title of the Annual Recruitment event as <i>Picnic with a Purpose</i>. Ms. Seidita seconded the motion. The motion was adopted unanimously without debate</p> <p><b>Red Ribbon Times Volume 10:</b></p> <ul style="list-style-type: none"> <li>• Ms. Marshall informed the committee that the articles need to be submitted as soon as possible and no later than the 14<sup>th</sup> of April</li> </ul>
<p><b>New Business:</b></p>	<p><b>Applicant Summaries:</b></p> <ul style="list-style-type: none"> <li>• The committee reviewed the summary for candidate 2021-01. After a brief discussion, the committee decided to move the candidate forward to the Executive Committee.</li> </ul> <p><b>Motion:</b> Mr. Acosta made a motion to move the applicant forward to the Executive Committee for review. Ms. Hunt seconded the motion. The motion was adopted unanimously without debate</p> <ul style="list-style-type: none"> <li>• The committee reviewed the summary for candidate 2022-02. 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 PR &amp; Marketing Committee.</li> </ul>

**Motion:** Ms. Seidita made a motion to move the applicant forward to the Executive Committee for review with a recommendation to serve on the PR & Marketing Committee. Mr. Alonso seconded the motion. The motion was adopted unanimously without debate

**Leadership Evaluation Results:**

- The committee reviewed the results of the leadership evaluations for the Chair and Vice Chair of each committee

**World AIDS Day Workgroup Update:**

- The committee decided to start May 13<sup>th</sup> at 10:00 am and it will be hosted the 2<sup>nd</sup> Friday of every month ongoing.

**Motion:** Mr. Acosta made a motion to start the World AIDS Day workgroup the 13<sup>th</sup> of May and ongoing every second Friday of the month. Ms. Hernandez seconded the motion. The motion was adopted unanimously without debate

**Choose Mini-Training Topic:**

- The committee decided to do a mini-training on Mindful Recruitment & Elevator speeches with Mr. Acosta.

**Motion:** Ms. Seidita made a motion to have Andres Acosta do the Mindful Recruitment and Elevator speech training. Ms. Hernandez seconded the motion. The motion was adopted unanimously without debate

**Membership Appreciation:**

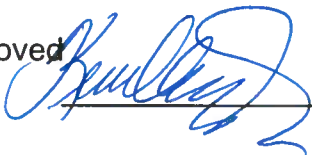
- The committee developed the following ideas for quarterly team building such as a theme game night or a karaoke night.
- The planning council support team will follow up once they have received additional feedback from other members to accommodate everyone.

	<p><b>Annual Training:</b></p> <ul style="list-style-type: none"> <li>• Ms. Marshall reminded the committee of the Annual Training in August.</li> <li>• The committee expressed a preference for hybrid training such as virtual and in-person for different learners.</li> <li>• The committee would like to see case studies and challenges to analyze what would work best for members.</li> <li>• An option for long-term members to be able to be more engaged with hosting trainings that they have attended many times over the course of their participation on the committee.</li> </ul> <p><b>Announcements:</b></p> <ul style="list-style-type: none"> <li>• Ms. Marshall informed the committee the Planning Council Support Team attended the Mayor Dyer Community Summit. There was great engagement and 12 individuals that signed up for CFHPC newsletter as well as distributing many applications.</li> <li>• Ms. Hernandez informed the committee of the Puerto Rican Parade on April 23<sup>rd</sup> that attendees will have an opportunity to set up a table and apply by the deadline on April 16<sup>th</sup>. Andres volunteered to set up a table for that event.</li> <li>• Mr. Acosta informed the committee of Veteran Affairs Pride Day event in June</li> <li>• Ms. Marshall reminded the committee that the Integrated Ad Hoc Committee meeting was moved from the 18<sup>th</sup> to the 20<sup>th</sup> same location at 2:00pm. The Ryan White Community meeting will be on April 19<sup>th</sup> at 6:00pm.</li> </ul>
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<b>Action Items</b>	
<b>Items</b>	<b>Party Responsible</b>
Follow up with the committee regarding a DJ	Gabrielle Rodriguez
Follow up regarding Food truck options & agency sponsored testing	PCS

Follow up with committee on platforms similar to Grindr	PCS
Provide paper applications for privacy and security & code to track source	PCS
<b>Next Meeting</b>	May 03, 2022
<b>Adjournment:</b>	3:57 PM

Prepared  
by: *Nyila Tapley* Date: April 12, 2022

Approved  
by:  Date: 5/24/2022