

## Central Florida HIV Planning Council

### Membership and PR & Marketing Committee Meeting Minutes

May 03, 2022

**Call to Order:** The Membership Chair, Ms. Murphy, called the meeting to order at 2:00 p.m. at the Courtyard by Marriott located 730 N. Magnolia Ave., Orlando, FL 32803.

**Members Present:** Willie Beasley, Jessica Seidita, Jermaine Malone, Kim Murphy, Priscilla Torres, Mike Alonso, Ida Starks, William Haubenestel, Yissel Hernandez, Andres Acosta via Teleconference, Vel Cline via Teleconference, Christine Hackford via Teleconference

**Members Excused:**

**Absent:** Angela Hunt, Lori Leaf

<p><b>Approval of the agenda:</b></p>	<p>The committee reviewed the agenda and made the following updates:</p> <ul style="list-style-type: none"> <li>• Replace Vel Cline name to Kim Murphy for Call to Order and Approval of Agenda</li> </ul> <p><b>Motion:</b> Mr. Haubenestel made a motion to accept the agenda with the updates. Ms. Seidita seconded the motion. The motion was adopted unanimously without debate.</p>
<p><b>Approval of the April 5<sup>th</sup> minutes:</b></p>	<p>The committee reviewed the April 5<sup>th</sup> minutes and made the following updates:</p> <ul style="list-style-type: none"> <li>• On page 5 under the first bullet parenthesis need to be closed</li> <li>• On the 2<sup>nd</sup> to last page correct Gabriella Rodriguez name to correct spelling</li> <li>• Add page numbers</li> </ul> <p><b>Motion:</b> Ms. Seidita made a motion to accept the minutes with the updates. Ms. Torres seconded the motion. The motion was adopted unanimously without debate.</p>
<p><b>Open the floor for public comment:</b></p>	<ul style="list-style-type: none"> <li>• PCS did not receive any comment cards.</li> </ul>

	<ul style="list-style-type: none"> <li>• Jermaine Malone inquired regarding the workshops for Worlds AIDS day and wanted to clarify if it will be in December.</li> </ul>
<b>Reports:</b>	<p><b>Membership Matrix:</b></p> <ul style="list-style-type: none"> <li>• 25 Planning Council Members</li> <li>• 13 PWH Planning Council Members</li> <li>• 8 Unconflicted/unaligned PWH/Planning Council members</li> <li>• 10 Conflicted members</li> </ul> <p><b>PC Reflectiveness:</b></p> <p>Ms. Marshall informed of the following open mandated seats:</p> <ul style="list-style-type: none"> <li>• Representatives of/or formally incarcerated PWH</li> <li>• Local Public Health Agencies</li> <li>• State Part B Agencies- <i>Application in process as of April 2022</i></li> </ul> <p><b>Committee Roster:</b></p> <ul style="list-style-type: none"> <li>• Ms. Marshall reported that there has been two new additions to the committee roster.</li> </ul> <p><b>Attendance Roster:</b></p> <p>Ms. Marshall reported the following:</p> <ul style="list-style-type: none"> <li>• A member of the Membership and PR &amp; Marketing committee was sent a removal letter and will be sent a thank you letter shortly.</li> </ul> <p><b>Social Media:</b></p> <p>Ms. Tapley reported the following: Over the past 28 days (April 05- May 02)</p> <p>Facebook:</p>

	<ul style="list-style-type: none"> <li>• 8 Page Likes</li> <li>• 1,353 People Reached</li> <li>• 232 Post Engagements</li> </ul> <p>Instagram:</p> <ul style="list-style-type: none"> <li>• 287 Posts</li> <li>• 250 Followers</li> </ul>
<b>Unfinished Business:</b>	<p><b>Plan Annual Recruitment Activity:</b></p> <ul style="list-style-type: none"> <li>• The committee discussed the following: <ul style="list-style-type: none"> <li>• Ms. Murphy took down ideas from the committee regarding the design for the mural activity. The committee agreed that the mural should be diverse for everyone in attendance.</li> <li>• Follow up with Ms. Rodriguez regarding the DJ for the event</li> <li>• Follow up with external agencies such as Tru Health regarding tabling at the event</li> <li>• The committee decided on two T-shirts one with a QR codes and the other with “Ask me about becoming a CFHPC member” as a recruitment tactic</li> <li>• Another activity discussed was a scavenger hunt themed around getting to know Planning Council members</li> <li>• The committee decided that catering would be the best option for less liability. They would like to stay with Barbecue themed catering.</li> </ul> </li> </ul> <p><b>Red Ribbon Times Volume 10 Update:</b></p> <ul style="list-style-type: none"> <li>• Ms. Marshall informed the committee that we are currently awaiting one article and the Red Ribbon Times Vol. 10 will be disbursed in June.</li> </ul>
<b>New Business:</b>	<b>Applicant Summaries:</b>

- The committee reviewed the summary for candidate 2022-04. After a brief discussion, the committee decided to move the candidate forward to the Executive Committee with a recommendation for PR & Marketing.

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

**Leadership Evaluations:**

- The committee took 5- 10 minutes to complete the Membership and PR & Marketing Leadership Evaluations through Mentimeter or on paper.

**Plan Activities for National Testing Day:**

- The committee discussed the possibility of a social media takeover, where they would be able to post and get on live to discuss testing and where you can get testing services.

**Mini-Training:**

- Mr. Acosta discussed what an elevator pitch is as well as the importance and relevance of an elevator pitch as a Planning Council member. This discussion was accompanied with an activity where committee members were able to practice their own elevator pitch.

**Announcements:**

- Ms. Marshall reminded the committee of the HIV care need surveys and to get as many survey takers as possible before June 1<sup>st</sup>
- June 23<sup>rd</sup> there will be an event hosted at the Mexican Consulate on from 11-3 offering testing.
- Harmony Orlando healthcare will be setting up a mobile testing site on National testing day.

**Action Items**

Items	Party Responsible
<b>Next Meeting</b>	June 07, 2022
<b>Adjournment:</b>	3:41 PM

Prepared  
by: *Nyala Tapley* Date: 05/12/2022

Approved  
by: *[Signature]* Date: 05/07/22