

Central Florida HIV Planning Council

Membership and PR & Marketing Committee Meeting Minutes

March 1, 2022

Call to Order: The Membership Vice Chair, Ms. Seidita, called the meeting to order at 2:04 p.m. at the Courtyard by Marriott located 730 N. Magnolia Ave., Orlando, FL 32803.

Members Present: Willie Beasley, Jessica Seidita, Angela Hunt, Kim Murphy, Priscilla Torres, William Haubenestel, Yissel Hernandez via teleconference, Mike Alonso via teleconference, Ida Starks via teleconference

Members Excused: Vel Cline

Absent: Chris Hackford, Lori Leaf

Approval of the agenda:	The committee reviewed the agenda made the following update: <ul style="list-style-type: none">• Removed “Educational Infographic” from the unfinished business section. Motion: Ms. Hunt made a motion to accept the agenda with the change. Ms. Torres seconded the motion. The motion was adopted unanimously without debate.
Approval of the February 1st minutes:	<ul style="list-style-type: none">• The February 1st 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">• 23 Planning Council Members• 13 PWH Planning Council Members

- 9 unconflicted/unaligned PWH/Planning Council 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. An application has been received for this seat.
- 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 Needs Assessment Committee was sent an attendance letter due to two consecutive unexcused absences.
- An associate member of the Service Systems & Quality committee was sent a removal letter due to having three consecutive unexcused absences. They will also receive a thank you letter in the upcoming weeks.
- Another associate member of the Service Systems & Quality committee will be sent a removal letter due to having three consecutive unexcused absences, as of March 1st.

Social Media:

Mr. Bent reported the following:

Facebook:

	<p>(February 1-February 28)</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>Annual Recruitment Activity Update:</p> <ul style="list-style-type: none"> • Mr. Bent and Ms. Rodriguez provided the committee with updates on the success of the Prep'd for Love event on February 10th and the One Wash at a Time event on February 28th. 64 individuals impacted and over 30 were tested at the latter event. • Mr. Bent provided the committee with an update on availability of the Carl T. Langford Park. The park is currently available for all weekends in May and June. • After a lengthy discussion the committee decided the following: <ul style="list-style-type: none"> - The event should take place on June 18th, with June 11th being the backup date. - The event shall serve as kickoff for National Testing Day. - June 1st will be the deadline for providers to register as a vendor and for organizations to commit to testing at the event. - The time of the event will be from 10:00 AM to 2:00 PM. Planning Council members that volunteer will take shifts for set-up shift, tabling, breakdown. - A social media toolkit will be made for other agencies to post about the recruitment event.

	<ul style="list-style-type: none"> - Entertainment suggestions include: inflatable games, DJ/music, food, and raffles. <p>Motion: Mr. Beasley made a motion to create a host the Annual Recruitment event at Carl T. Langford Park on June 18th, with June 11th being the backup date. Ms. Murphy seconded the motion. The motion was adopted unanimously without debate.</p> <p>Plan for National Testing Day</p> <ul style="list-style-type: none"> • Ms. Hernandez informed the committee that Talk, Test, Treat will be hosting a National Testing Day event on June 23rd. Ms. Marshall stated that the Planning Council will be in attendance and will support any efforts for that day. • Ms. Hunt suggested that the Planning Council host a Facebook Live event and social media campaign leading up to National Testing Day for information sharing purposes. • Ms. Murphy suggested conducting a flash mob at a recruitment event. <p>Red Ribbon Times Vol. 10</p> <ul style="list-style-type: none"> • Ms. Marshall informed the committee that volume 10 of the Red Ribbon Times has the following proposed articles: one from Ms. Rodriguez’s team, on the Ryan White Community meeting, on quality management/improvement, new member profiles, a memorial for a former Planning Council member, A Q&A with a previous Ryan White Community meeting speaker, an “Ask Ryan” column. • Mr. Alonso volunteers to do the Ask Ryan column and Ms. Murphy volunteered to do the new member profiles. Ms. Rodriguez volunteered to collaborate with Mr. Westbrook for the memorial.
New Business:	Committee Merger Vote

- Ms. Marshall provided the committee with a brief presentation on the responsibilities of the Membership Committee and the PR and Marketing Committee, the 2021 quorum resolution, and a refresher on the Sunshine Law.
- The committee discussed the pros and cons of keeping the committees merged versus unmerging them starting in April. After a brief discussion, the committee voted via paper or online ballot.
- The committee voted unanimously to stay merged.

Motion: Ms. Murphy made a motion to recommend that the Membership and PR and Marketing Committees stay merged until the end of the planning cycle in September. Ms. Hunt seconded the motion. The motion was adopted unanimously without debate.

Applicant Summaries:

- The committee reviewed the summary for Candidate 2021-01. After a brief discussion, the committee decided to approve the candidate for an interview.

Motion: Mr. Beasley made a motion to move Candidate 2021-01 forward for an interview. Ms. Torres seconded the motion. The motion was adopted unanimously without debate.

- 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.

Membership Policy:

- The committee reviewed the Membership policy.
- The following changes were made: add page numbers, change the formatting on page 3, suspend the need for the approval for interview step.

Motion: Ms. Beasley made a motion to suspend the requirement for applicant summaries to appear before the Membership Committee prior to being interviewed. Ms. Hunt seconded the motion. The motion was adopted unanimously without debate.

Social Media Guidelines

- Mr. Bent reviewed the current Facebook posting guidelines.
- The committee suggested that the guidelines also apply to Instagram and for the document to be called “Social Media Guidelines”.
- The committee also suggested that under “types of content” add numbers instead of bullet points.
- All acronyms should be spelled out.
- The committee suggested that AMFAR.org, helpstopthevirus.com, helpstoptheviruspro.com, SEROproject.com, and the EHE dashboard be added to the approved content websites.

Motion: Ms. Hunt made a motion to approve the Social Media posting guidelines with the changes. Mr. Haubenestel seconded the motion. The motion was adopted unanimously without debate.

Remaining Agenda Items

The committee postponed the following items until the next meeting:

- HIV Care Needs Survey Social Media and Marketing Strategy
- Leadership Evaluation Results
- Plan Leadership Training
- Choose Mini-Training Topic

Motion: Mr. Beasley made a motion to postpone the remaining agenda items until the next Membership and PR/Marketing Committee meeting. Ms. Torres seconded the motion. The motion was adopted unanimously without debate.

Action Items	
Items	Party Responsible

Send thank you letter and/or removal letters and survey link to the members that had consecutive unexcused absences.	PCS
Submit Red Ribbon Times articles to PCS.	Mr. Murphy, Mr. Alonso, Ms. Rodriguez
Follow up with Carl T. Langford Park about availability for the annual recruitment event.	PCS
Update the Social Media Guidelines with the changes.	PCS
Next Meeting	April 5, 2022
Adjournment:	3:56 p.m.

Prepared
by: Whitney Marshall Date: 03/14/2022

Approved
by: _____ Date: _____