

Central Florida HIV Planning Council

Membership and PR & Marketing Committee Meeting Minutes

February 07, 2023

Call to Order: The Membership and PR & Marketing Chair, Kim Murphy, called the meeting to order at 2:03 p.m. at the Heart of Florida United Way located 1940 Cannery Way, Orlando, FL 32804.

Members Present: Kim Murphy, Andres Acosta, Priscilla Torres, Mike Alonso, Ida Starks, Kara Williams, Chris Hackford via Teleconference, Keyna Harris via Teleconference,

Members Excused: Vel Cline

Absent: Angela Hunt, Yissel Hernandez

<p>Approval of the agenda:</p>	<p>The committee reviewed the agenda and made the following changes:</p> <ul style="list-style-type: none"> • Correct month from January to February 07th • Correct Approval of minutes to January 03rd • Change Andres Acosta to Kim Murphy <p>Motion: Ms. Starks made a motion to accept the agenda with the changes. Ms. Torres seconded the motion. The motion was adopted unanimously without debate.</p>
<p>Approval of the January 3rd minutes:</p>	<p>The committee reviewed the January 3rd minutes and approved the minutes as is.</p>
<p>Open the floor for public comment:</p>	<ul style="list-style-type: none"> • PCS did not receive any comment cards. • Mr. Alonso extended an invite to the Latinx Meeting at Lake Ellenor on Friday the 17th at 10:30 am. • Ms. Vazquez the Adya Care Valentines/ Black History event on the 18th at Kaley Square at 4:00 pm
<p>Reports:</p>	<p>Membership Matrix:</p>

- 22 Planning Council Members
- 13 PWH Planning Council Members
- 7 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
- Part C Recipient

Attendance Roster:

Ms. Marshall updated the committee on the updated attendance roster that there are two members that need an attendance letter to be sent.

Motion: Mr. Alonso made a motion to send an attendance letter to member Angela Hunt for two consecutive absences. Ms. Torres seconded the motion. The motion was adopted unanimously without debate.

Motion: Mr. Alonso made a motion to send an attendance letter to member Flora Kavitch for two consecutive absences. Ms. Torres seconded the motion. The motion was adopted unanimously without debate.

Social Media:

Ms. Tapley reported the following:
Over the past 28 days (Jan 10- Feb 06)

Facebook:

- 2 Page Likes
- 603 People Reached
- 244 Post Engagements

Instagram:

	<ul style="list-style-type: none"> • 479 Posts • 306 Followers
<p>Unfinished Business:</p>	<p>CFHPC Marketing Plan Updates:</p> <ul style="list-style-type: none"> • Ms. Marshall gave the committee a brief overview of the presented marketing plan. • The committee briefly reviewed the current marketing plan and decided to add the following: <ul style="list-style-type: none"> - Recruitment Event Minimum Requirement The Planning Council shall establish minimum requirements for any event planned and/or hosted on behalf of the Central Florida HIV Planning Council (CFHPC). Examples of CFHPC events are, but not limited to, the Annual Recruitment event and the annual World AIDS Day event. These minimum requirements are: <ul style="list-style-type: none"> ○ HIV Testing and Linkage to Care will be conducted at each event. – ○ Information and education on HIV prevention ○ Resource maps that indicate that translation is available upon request ○ Have CFHPC documents (membership apps, monthly meeting calendar, CFHPC recruitment and information page, HIV prevalence info) <p>Motion: Mr. Acosta made a motion to approve the marketing plan with the approved changes. Ms. Starks seconded the motion. The motion was adopted unanimously without debate.</p> <p>Plan Annual Recruitment Event:</p> <ul style="list-style-type: none"> • Ms. Marshall gave the committee a brief overview of the survey results for planning the next CFHPC annual recruitment event. • The committee held a discussion about a casino/carnival night with a mixture of both carnival and card games, incentives such as raffles and food trucks, utilizing orange county rec centers (Barnett Park), and a date of July 8th or 29th.

	<p>Approval of RRT Vol. 10</p> <ul style="list-style-type: none"> • The committee took a moment to review the Red Ribbon Times Volume 10. <ul style="list-style-type: none"> - Remove Mike Alonso - Add Instagram logo - Change to past tense <p>Motion: Mr. Alonso made a motion to approve the RRT Vol. 10 with the approved changes. Ms. Starks seconded the motion. The motion was adopted unanimously without debate.</p>
<p>New Business:</p>	<p>RRT Vol. 11 Article submissions:</p> <ul style="list-style-type: none"> • Ms. Marshall updated the committee on the current two submissions received for the next RRT Vol. 11, the committee discussed: <ul style="list-style-type: none"> - Mr. Acosta will be submitting an article on the HIV taskforce and Bio medical - Mr. Alonso will be submitting an article for “Ask Ryan” - Ms. Murphy will be submitting an article for the “New member series” - Ms. Mendoza will be submitting updates to her article - Will be submitting an article on “I am more than my HIV” Karen <p>Vol. 11 Deadline extended to the next 7 days: 02/14/2023</p> <p>Attendance Policy & Procedure Updates:</p> <ul style="list-style-type: none"> • The committee decided to make the following updates: <ul style="list-style-type: none"> - <i>Under Exceptions to items 1.a and 1.b (regarding attendance to virtual committee meetings and Planning Council Business meetings only) shall be made for the following circumstances :</i> <ul style="list-style-type: none"> ○ Committee member lives 30 miles or more from the meeting location ○ Chronic illness or other extenuating health conditions prevents a committee member from safely attending an in-person meeting

	<p>Motion: Mr. Alonso made a motion to approve the changes to the attendance policy. Ms. Torres seconded the motion. The motion was adopted unanimously without debate.</p> <p>Announcements:</p> <ul style="list-style-type: none"> • Sunshine Care Center CAB Meeting on February 14th at 11:30 am located at the Courtyard Marriott Orlando- 730 North Magnolia Ave., Orlando, FL 32803
Action Items	
Items	Party Responsible
Next Meeting	March 7 th , 2023
Adjournment:	3:56 pm

Prepared
by:

Nyla Tapley Date: 02/07/2023

Approved
by:

_____ Date: _____