

Central Florida HIV Planning Council

Membership and Engagement Committee Meeting Minutes

January 7, 2025

Call to Order: The Membership and Engagement Committee Chair, Frederick “Vel” Cline, called the meeting to order at 2:00 PM at Heart of Florida United Way located at 1940 Cannery Way, Orlando, FL 32804.

Members Present: Frederick “Vel” Cline, Kara Johnson-Williams, Fernell Neal, Sueanne Vazquez, Angus Bradshaw, Yissel Hernandez, Rene Cotto-Lewis, Andres Acosta, Andrea Dunn (via teleconference)

Members Excused: Siri “JR” Goberdhan Jr.

Members Absent: Raymond Macon

Recipient Staff Present: Quatcy Tirado, Yasmin Andre, Doris Huff (via teleconference)

PCS Staff Present: Whitney Marshall, David Bent, Laura Perez

Approval of the agenda:	The committee reviewed the meeting agenda and approved it as-is. Motion: Yissel Hernandez made a motion to accept the agenda as-is. Rene Cotto-Lewis seconded the motion. The motion passed unanimously without debate.
Approval of the November 5 minutes:	The committee reviewed and approved the November 5 minutes as-is.
Open the floor for public comment:	<ul style="list-style-type: none">• PCS did not receive any comment cards.• There were no public comments in the room or online.
Reports:	Membership Matrix: The committee received an update to the membership matrix since the previous committee meeting: <ul style="list-style-type: none">• There is 1 vacant mandated seat.• 21 Planning Council Members• 52% PWH Planning Council Members• 43% Unconflicted/Unaligned PWH Planning Council Members• 29% Conflicted members PC Reflectiveness:

	<p>Whitney Marshall provided an overview of the current reflectiveness of the Planning Council and how the Council can better represent the EMA for gender, age, and race/ethnicity. The current gaps in reflectiveness are for White, non-Hispanic people, Unaffiliated Women PWH, members that are age 20-29, 40-49 (especially unaffiliated clients in this age group), and 60+, and members from Osceola County.</p> <p>Social Media Insights: Laura Perez reported the following: <i>Since the last meeting (November 4th, 2024 – January 6th, 2025)</i></p> <p>Facebook:</p> <ul style="list-style-type: none"> • 11 New Page Follower (Previous: 1) • 1,670 Profiles Reached (Previously: 656) • 244 Content Interactions (Previously: 139) <p>Instagram:</p> <ul style="list-style-type: none"> • 1,049 Posts (Previously: 990) • 435 Followers (Previously: 421) • 1,231 Profiles Reached (Previously: 645) • 371 Content Interactions (Previously: 136) <p>Laura provided an overview for both Instagram and Facebook on the current audience, reach, page visits, and likes/followers.</p> <p>Committee Roster Members were provided with copies of the committee roster for review.</p> <p>Attendance Roster Members were provided with copies of the most current attendance roster for review. David Bent reviewed attendance requirements for committee members.</p>
<p>Unfinished Business:</p>	<p>Social Media Guidelines Laura Perez reviewed the updated Social Media Posting Guidelines with the additions suggested at the last Membership & Engagement meeting.</p> <p>Motion: Kara Johnson-Williams made a motion to approve the updated CFHPC Social Media Posting Guidelines. Yissel Hernandez seconded the motion. The motion passed with a unanimous vote.</p> <p>Select RRT Vol. 15 Articles</p>

	<p>Members reviewed articles and photographs submitted for inclusion in the Red Ribbon Times Volume 15. After lengthy discussion, the following articles were selected:</p> <ul style="list-style-type: none"> • WAD 2024 Recap by Whitney Marshall • Article from Pineapple Healthcare • Living With A Purpose by Sueanne Vazquez • A Walk for Change by Kara Johnson-Williams • Peer Specialist Certification by Anthony McNeil • I Know What It Feels Like to Be Broken by Rene Cotto-Lewis • Florida Department of Health in Orange County Presents at the 2024 National RWHAP Conference by Alvina Chu • Her ART Works by Kara Johnson-Williams • POZ Awareness Days <p>Motion: Kara Johnson-Williams made a motion to approve the selected articles for the Red Ribbon Times Volume 15. Yissel Hernandez seconded the motion. The motion passed with a unanimous vote.</p> <p>Recruitment Brainstorming Activity</p> <p>Motion: Sueanne Vazquez made a motion to postpone discussion of the recruitment brainstorming activity until the next meeting. Yissel Hernandez seconded the motion. The motion passed with a unanimous vote.</p> <p>Marketing Plan</p> <p>Motion: Kara Johnson-Williams made a motion to postpone the discussion of the marketing plan until the next meeting. Yissel Hernandez seconded the motion. The motion passed with a unanimous vote.</p>
<p>New Business:</p>	<p>January Training Agenda – Draft Members were presented with a draft agenda for the first Quarterly Training for review.</p> <p>WAD Debrief Members provided and discussed feedback on the WAD 2024 event. Members felt positively about:</p> <ul style="list-style-type: none"> • The venue • The event flow • The volunteers that directed traffic <p>Members also discussed:</p> <ul style="list-style-type: none"> • The demeanor of the HFUW event staff • The food • The quilt ceremony

	<ul style="list-style-type: none"> • The performances • Future planning meetings
Announcements:	No announcements.

Action Items	
Responsible Party	Item
PCS	Reach out to video editor about Gabriella's comments
Next Meeting:	February 4, 2025
Adjournment:	4:02 PM

Prepared by: Laura Perez Date: 1/13/2025

Approved by: _____ Date: _____