

Central Florida HIV Planning Council Membership and Engagement Committee Meeting Minutes

November 5, 2024

Call to Order: The Membership and Engagement Committee Chair, Frederick “Vel” Cline, called the meeting to order at 2:04 p.m. at the Heart of Florida United Way located 1940 Cannery Way, Orlando, FL 32804.

Members Present: Vel Cline, Sueanne Vazquez, Raymond Macon, Andres Acosta, Kara Johnson Williams, Fernell Neal via teleconference, Andrea Dunn via teleconference, Yissel Hernandez via phone-in

Members Excused: Siri (JR) Goberdhan Jr.

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

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

Guests Present: Gabriella Rodriguez

<p>Approval of the agenda:</p>	<p>The committee reviewed the November 5th Membership & Engagement Committee meeting agenda and recommended the following changes:</p> <ul style="list-style-type: none"> • Change Kara Johnson William’s name to Vel Cline <p>Motion: Sueanne Vazquez made a motion to accept the agenda with the proposed changed. Raymond Macon seconded the motion. The motion was adopted unanimously without debate.</p>
<p>Approval of the October 1st minutes:</p>	<p>The committee reviewed and approved the October 1st 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. • There were no public comments in the room or online.
<p>Reports:</p>	<p>Membership Matrix: The committee received an update to the membership matrix since the previous committee meeting:</p> <ul style="list-style-type: none"> • There are two vacant mandated seats.

- 20 Planning Council Members
- 55% PWH Planning Council Members
- 45% Unconflicted/Unaligned PWH Planning Council Members
- 25% Conflicted members

PC Reflectiveness:

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.

Social Media:

Laura Perez reported the following:

Over the past 28 days (October 8th – November 4th)

Facebook:

- 1 New Page Follower (Previous: 6)
- 656 Profiles Reached (Previously: 1,095)
- 139 Content Interactions (Previously: 90)

Instagram:

- 990 Posts (Previously: 963)
- 421 Followers (Previously: 414)
- 645 Profiles Reached
- 136 Content Interactions

Laura provided an overview for both Instagram and Facebook on the current audience, reach, page visits, and likes/followers.

Committee & Attendance Rosters:

Members received copies of the Committee Roster, the Attendance Roster, and an Attendance Tracker. Whitney Marshall reminded the members that all attendance data was reset at the start of the new planning cycle. Members discussed the attendance requirements for the committee meetings.

<p>Unfinished Business:</p>	<p>Red Ribbon Times: Whitney Marshall informed the committee that PCS did not receive any new articles for Red Ribbon Times Vol. 15. The committee discussed the following:</p> <ul style="list-style-type: none"> • PCS encouraged the submission of more articles soon to be able to release a new volume in February 2025. • Recaps of the following events were suggested as potential articles: World AIDS Day; A Walk for Change • Andres Acosta offered to provide articles on the following topics: A year-in-review of the HIV Stigma Task Force; a recap on a Toy Drive event; Harm Reduction support group • PCS will collect articles and email them to the committee for approval, with the plan to have the next draft ready in January. <p>Recruitment Brainstorming Activity: Yasmin Andre led the committee on an activity to brainstorm ideas to increase recruitment and retention for the Planning Council.</p>
<p>New Business:</p>	<p>Applicant Summary: Members were presented with the applicant summary for Applicant #2024-05. After reviewing the applicant summary and committee roster, a motion was made to recommend Applicant #2024-05 for review and approval at the Executive Committee meeting.</p> <p>Motion: Kara Johnson Williams made a motion to recommend Candidate #2024-05 for review and approval by the Executive Committee and to be assigned to the Membership and Engagement committee. Raymond Macon seconded the motion. The motion was passed by a unanimous vote.</p> <p>Membership Application P&P: PCS proposed the following change to the Membership Application Policy and Procedure:</p> <ul style="list-style-type: none"> • Allowing the Jr. Co-Chair / SSPQ ex-officio to conduct interviews in the event that one of the two

required Membership & Engagement committee members are not able to conduct the interview.

Motion: Kara Johnson Williams made a motion to approve the proposed change to the Membership Application Policy and Procedure. Raymond Macon seconded the motion. The motion passed by a unanimous vote.

Plan for Quarterly Training:

Members discussed the plan for the 2025 Quarterly Trainings. Members were presented with the Training Agenda from 2024's annual training to use as a resource for developing the plan for 2025. The following was discussed:

- Trainings will occur in January, April or May, and September
- Members liked the engagement activities from 2024's training and want to incorporate them into the quarterly trainings

PCS suggested the following for the first Quarterly Training in January:

- Icebreaker activity
- Sunshine Law, COI
- Mentimeter
- Break
- Jeopardy on Parliamentary Procedure, overview on RWHAP
- Model member activity, reviewing meeting etiquette and rules of conduct

Social Media Guidelines:

Laura Perez reviewed the following proposed updates to the CFHPC Social Media Posting Guidelines:

- Goals
- Tone
- Types of Content
- Things to keep in mind
- Additions to list of approved websites

	<p>Vel Cline requested that all acronyms in the document be written out. Yasmin Andre suggested the addition of a podcast.</p> <p>Motion: Kara Johnson Williams made a motion to have a 30-day review for the Social Media Posting Guidelines and the Marketing Plan. Raymond Macon seconded the motion. The motion passed by a unanimous vote.</p>
Announcements:	<ul style="list-style-type: none"> • Planning Council is participating in A Walk for Change on November 16th. • Register for the World AIDS Day event on December 1st.
Action Items	
Responsible Party	Item
PCS	Send Sueanne and Raymond training materials for conducting interviews.
PCS	Spell out acronyms in the Social Media Guidelines.
Next Meeting	January 7th 2025
Adjournment:	4:00 pm

Prepared by:	<i>Laura Perez</i>	Date:	11/12/2024
Approved by:	<i>[Signature]</i>	Date:	11/12/2024

