

Central Florida HIV Planning Council

Membership and Engagement Committee Meeting Minutes

February 4, 2025

Call to Order: The Membership and Engagement Committee Vice-Chair, Kara Johnson Williams, 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: Kara Johnson Williams, Frederick “Vel” Cline, Rene Cotto-Lewis, Fernell Neal, Siri “JR” Goberdhan Jr., Sueanne Vazquez, Yissel Hernandez

Members Excused: Andrea Dunn

Members Absent: Raymond Macon, Angus Bradshaw, Andres Acosta

Recipient Staff Present: Doris Huff (via teleconference), Pedro Huertaz-Diaz (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: Vel Cline made a motion to accept the agenda as-is. Fernell Neal seconded the motion. The motion passed unanimously without debate. PCS later made the following updates to the meeting agenda: <ul style="list-style-type: none">• Removed the Special Order of Business.
Approval of the January 7 minutes:	The committee reviewed and approved the January 7 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: Laura Perez reported the following: <i>Over the past 28 days (January 7th – February 3rd)</i></p> <p>Facebook:</p> <ul style="list-style-type: none"> • 7 New Page Followers (Previous: 11) • 667 Profiles Reached (Previously: 1,670) • 79 Content Interactions (Previously: 244) <p>Instagram:</p> <ul style="list-style-type: none"> • 1,073 Posts (Previously: 1,049) • 440 Followers (Previously: 435) • 353 Profiles Reached (Previously: 1,231) • 99 Content Interactions (Previously: 371) <p>Laura provided an overview for both Instagram and Facebook on the current audience, reach, page visits, and likes/followers.</p> <p>Attendance Roster Members received copies of the most current Attendance Roster for review. Members discussed the attendance requirements for the committee meetings.</p>
<p>Unfinished Business:</p>	<p>Recruitment Brainstorming Activity Members continued the recruitment brainstorming activity. Whitney Marshall gave instructions for a Six Hat Thinking activity, which is a tool to help people consider different perspectives during group decision-making.</p> <p>Along with discussing previously identified recruitment ideas, members also discussed the following information:</p> <ul style="list-style-type: none"> • Part A's end of the year network meeting is happening 2/14 from 10am to 3pm; it would be more impactful to have a member of the Planning Council speak rather than a member of PCS • There is a quarterly partner meeting happening on March 7th where the Planning Council could present <p>Members will continue the discussion of recruitment strategies at the next meeting.</p>

	<p>RRT Vol. 15 Draft Members were provided with a draft of Volume 15 of the Red Ribbon Times for review and discussion. Members noted that the Florida Department of Health’s article was missing, but otherwise did not suggest additional changes.</p> <p>Marketing Plan Members were presented with the CFHPC Marketing Plan for review and discussion. Suggestions were made regarding information that could be added to the plan, such as content strategy, metrics, analytics, and target demographics. It was also suggested that the social media guidelines be added to the plan, with the addition of a further developed digital marketing strategy. Members were encouraged to send recommendations for changes to the Marketing Plan to PCS for further discussion at the next meeting.</p>
<p>New Business:</p>	<p>Applicant Summary David Bent reviewed the applicant summary for Applicant #2024-11. After reviewing the applicant summary and committee roster, a motion was made to recommend Applicant #2024-11 for review and approval at the Executive Committee meeting.</p> <p>Motion: Fernell Neal made a motion to recommend Candidate #2024-11 for review and approval by the Executive Committee and to be assigned to the Service Systems Planning & Quality (SSPQ) committee. Yissel Hernandez seconded the motion. The motion passed with a unanimous vote.</p> <p>2025 HIV Care Needs Survey Advertising & Distribution Strategies Members were presented with the final copy of the 2025 HIV Care Needs Survey. Whitney Marshall reviewed the purpose of the survey, the participation goal, and how members have used the data in the past. Members were encouraged to suggest strategies for advertising and distribution of the survey. Members discussed repeating distribution strategies from years’ past, including sending the survey to all RWHAP providers, and sharing the survey on CFHPC’s social media and newsletter. Members also discussed ideas for what information to include on a flyer, as well as suggestions for where to distribute the flyers. Members requested that Youth Recruitment Strategies be added to the next meeting agenda.</p> <p>Leadership Evaluations Members were presented with a QR code to the Membership & Engagement Committee Chair and Vice Chair Leadership Evaluation.</p> <p>Quarter 1 Training Evaluation Results</p>

	Motion: Yissel Hernandez made a motion to move the discussion of the Quarter 1 Training evaluation to the next meeting. Kara Johnson Williams seconded the motion. The motion passed with a unanimous vote.
Announcements:	<ul style="list-style-type: none"> • Let's Beehive Stinging Stigma in Healthcare symposium will be on February 7-8. • The next Ryan White Community Meeting will be on Tuesday, February 18th at 6pm at Holden Heights Community Center, and will feature an anti-stigma activity with the HIV Stigma Taskforce and Descolonizarte Teatro. • Contact information for Zebra Youth and the Homeless Services Network (HSN) was provided to Planning Council members via email.

Action Items	
Responsible Party	Item
PCS	Add Sueanne Vazquez to the M&E Attendance Roster
Part A (Pedro)	Send registration information to PCS for the End of the Year Network Meeting
Kara Johnson Williams	Send PCS information regarding the March 7 th partner meeting
PCS	Send Rene Word Doc of Marketing plan
Next Meeting	March 4, 2025
Adjournment:	3:59pm

Prepared by:	<i>Laura Perez</i>	Date:	2/11/2025
Approved by:		Date:	