

Central Florida HIV Planning Council

World AIDS Day (WAD) Workgroup Meeting Minutes

June 13, 2025

Call to Order: The World AIDS Day Workgroup was called to order by the Workgroup Chair, Rene Cotto-Lewis at 2:07 PM via Webex.

Participants Present (all via Teleconference): Rene Cotto-Lewis, Charlie Wright, Ira Westbrook, Sueanne Vazquez, Fernell Neal, Emma Bailey, Kara Johnson Williams, Fernell Neal, Pedro Huertas-Diaz, Yasmin Andre

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

<p>Approval of the Agenda:</p>	<p>The workgroup reviewed the meeting agenda and approved it as presented.</p> <p>Motion: Sueanne Vazquez made a motion to accept the agenda as presented. Ira Westbrook seconded the motion. The motion was adopted unanimously without debate.</p>
<p>Approval of the May 9 Minutes:</p>	<p>The workgroup reviewed the May 9 minutes and approved them as presented.</p>
<p>Open the floor for Public Comment:</p>	<ul style="list-style-type: none"> • There were no public comments. • PCS did not receive any comment cards.
<p>New Business:</p>	<p>Six Hats Reminder Whitney Marshall provided a review of the Six Hat Thinking model, which is a tool to facilitate decision-making by encouraging participants to consider problems and decisions from different perspectives.</p> <p>Sponsorship Opportunities Members reviewed the sponsorship tiers from the 2024 WAD event and discussed potential changes to each tier. After discussion, members recommended the following changes to each sponsorship tier:</p> <ul style="list-style-type: none"> - Community Champion <ul style="list-style-type: none"> o Indoor space tabling o Ad in program o Logo on Flyer o Opportunity to provide Sponsor remarks - Philanthropist <ul style="list-style-type: none"> o Courtyard tabling o Logo in program o Half-page ad in RRT - Supporter <ul style="list-style-type: none"> o Remove tabling opportunity o Allow for marketing materials to be displayed (like a banner)

- Logo in program (smaller)

Motion: Kara Johnson Williams made a motion to accept all the recommended changes to the sponsorship tiers. Ira Westbrook seconded the motion. The motion was adopted with a unanimous vote.

Members also discussed co-branding opportunities and welcome bags for attendees.

Members discussed potential sponsors. PCS shared that past sponsors of WAD can and will be contacted to see if they wish to sponsor this year's event. The following sponsors were suggested:

- Orlando Health (<https://www.orlandohealth.com/about-us/community-involvement/community-sponsorship>)
- Advent Health (<https://www.adventhealth.com/community-benefit/central-florida>)
- Orlando Magic
- OIC
- Gilead
- Viiv (plus any other pharmaceutical companies)
- Clear Health Alliance
- Elton John
- Elizabeth Taylor
- AuthenticRaw
- Empowering Hands

Members were encouraged to provide contact information for any recommended sponsors. A suggestion was also made to create a social media post seeking sponsors for the event.

Members then discussed setting deadlines for sponsors. HFUW Events team shared that HFUW usually sets the deadline for sponsors to be the print deadline so they can begin to send out any materials with all sponsors present on the printed materials. The actual deadline will be decided internally.

Venue Recommendations

PCS shared that although the Shakes was recommended at the previous meeting, they have not been responsive. PCS also did not receive any additional venue recommendations. PCS is recommending the WinterClub venue and will plan to make changes to the configuration of the room based off of feedback from last year's event. After some discussion, members agreed with the recommendation.

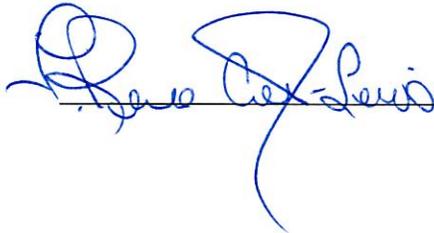
Motion: Kara Johnson Williams made a motion to select the WinterClub venue for this year's event, making the recommended accommodations. Sueanne Vazquez seconded the motion. The motion was adopted with a unanimous vote.

	<p><i>Date selection</i> Members discussed having the event on a Friday or Saturday and highlighting the various events in the community throughout the preceding week, as suggested in the previous meeting. The WinterClub venue is available December 6th and December 7th.</p> <p>Motion: Kara Johnson Williams made a motion to have the 2025 WAD event on Saturday, December 6th. Ira Westbrook seconded the motion. The motion was adopted with a unanimous vote.</p> <p>PCS coordinate with the HFUW Events team in selecting a time for the event, taking into account that sunset is around 5:30pm in December.</p> <p>Theme & Programming The Chair led the discussion, clarifying that rather than thinking about things like décor, the following questions should instead be considered when discussing the theme of the event: What is the experience that we are trying to create for this event? What is the impact? What is the message? What is the feeling we want people to leave with?</p> <p>The Chair also suggested that World AIDS Day be the subheading for the event, and that the main event title could be something else.</p> <p>Motion: Ira Westbrook made a motion to extend the meeting by 10 minutes. Sueanne Vazquez seconded the motion. The motion was adopted with a unanimous vote.</p> <p>Members discussed various theme ideas, including the following suggestions:</p> <ul style="list-style-type: none"> - Power in Unity - Rooted in Resilience - Still We Rise <p>After discussion, members decided on Rooted in Resilience – A World AIDS Day Event.</p> <p>Motion: Ira Westbrook made a motion to set the 2025 event theme to be Rooted in Resilience – A World AIDS Day Event. Kara Johnson Williams seconded the motion. The motion was adopted with a majority vote.</p>
Announcements:	No announcements.

Action Items	
Responsible Party	Item

Members	Provide contact information for suggested sponsors
Next Meeting:	Friday, July 11, 2025 at 2:00 PM
Adjournment:	3:45 PM

Prepared by: Laura Perez Date: 6/26/2025

Approved by:  Date: 6/26/2025