

Cuyahoga Regional HIV Prevention and Care Planning Council

Ashtabula, Cuyahoga, Geauga, Lake, Lorain and Medina Counties

Brenda Glass, Billy Gayheart - Co-Chairs



Membership, Retention and Marketing (MRM) Minutes

Wednesday, April 5, 2023

2:30 am to 3:30 pm

Start: 2:33 pm

End: 3:27 pm

Facilitator: B. Gayheart

Moment of Reflection

Welcome and Introductions

Approval of Agenda: April 5, 2023

Addendum:

Motion: N. O'Neal Seconded: F. Ross

Vote: In Favor: All Opposed: 0 Abstained: 0

Approval of the Minutes: March 1, 2023

Addendum:

Motion: F. Ross Seconded: C. Droster

Vote: In Favor: All Opposed: 0 Abstained: 0

New/Old Business

Open Nomination Recruitment Update

Last year, at the beginning of January, three applications were submitted for the, now pending applicants: Daytona Harris, Biffy Aguriano, and Anthony Thomas. We were told several administrators who managed county confirmations, had left the county and were now working to fast-track this process for the applicants.

***Question: F. Ross** – Are the people up for appointment aware?

***Response: Z. Levar** – We will update them, as once the new facilitator comes in May, we will have this done.

***Question:** Again, how do the terms work?

***Response: Z. Levar** – An initial three-year term, followed by a second, three-year term, after that a one-year complete roll-off, which afterwards you can re-apply again.

***Comment: B. Glass** – One note, if a chair's term is up and we can't fill the vacancy, they may be asked to stay.

***Response: Z. Levar** – The plan is to re-vamp this process and the new facilitator will help coordinate this.

Conduct Bi-Annual Analysis of PC Membership for Federal Reflectiveness Mandate – B. Gayheart

We are currently at 30 members, this includes five pending official confirmation. In reflectiveness, we have gaps in youth (ages 20-29), and the Hispanic population. All other categories are good and in compliance.

***Comment: N. O'Neal** – Maybe find way to recruit from youth groups, as we get them, but can't keep them.

***Comment: Z. Levar** – Yes, we've had them as guests, maybe more targeted outreach needed on that.

***Comment: B. Glass** – Maybe now with virtual meetings, it's a good time to engage them.

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***Comment: N. O'Neal** – We must go to youth gatekeepers, maybe have rap session with those groups to find out if they're interested, as it's better for PC to go to them because they're out future. We used to go to them.

***Comment: F. Ross** – Good idea to come to them, maybe figure who in PC should engage them.

***Comment: J. McMinn** – Jen at Metro has tried in past, with no results, and she is a gatekeeper that can allow us in the room. Mostly, we need a campaign on what we can do for them, as it'll take effort to keep this group on PC.

***Comment: F. Ross** – Some don't feel they're heard.

***Comment: N. O'Neal** – Also feel they're recipients of our work and should give back, but how is the question.

***Comment: F. Ross** – Maybe a meet and greet with PC and youth, as a way to develop relaxed relationships.

***Comment: Z. Levar** – Also consider PC bandwidth and using best time commitment for PC.

***Comment: J. McMinn** – Gatekeeper idea, we can meet w/Jen, get ideas, then do meet & greet to get group buy-ins.

***Question: Z. Levar** – Anything on Positive Peers?

***Response: J. McMinn** – No, but we have a person that does this.

***Comment: B. Gayheart** – Maybe a workgroup to do a deep dive.

***Comment: N. O'Neal** – Maybe we can add education to CLC agenda.

***Comment: K. Dennis** – Many don't know about RW, even in schools, so info must get out first.

***Comment: B. Glass** – Educating is a big part, because if we don't meet PC reflectiveness, we'll lose everything, as we need more official, voting members to govern the process.

***Comment: J. McMinn** – Also, we've talked on ways to promote RW with technology, maybe when recipient has time, we can re-visit this.

Monitor & Report Attendance Status to the Exec Committee & Planning Council – B. Gayheart

As the complete report was not available at this meeting, PC members will receive the quarterly update in the May, Full PC mailing. As a brief update, the **PC members with the highest attendance for the Jan-March quarter are as follows: Faith Ross, the highest at 305%, Naimah O'Neal, second highest at 300%, Billy Gayheart, third highest at 295%, and Kimberlin Dennis and Clinton Droster, tied with the fourth highest at 200%.**

Parking Lot – None

Announcements –

N. O'Neal – May 5-7th, Women We Think 4 A Change, will sponsor a Women's Retreat. We will send flyer info.

Adjournment

Motion: J. Toombs Seconded: F. Ross

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Attendance

	MRM Members	Jan	Feb	Mar	Apr	May	June PSRA	Aug	Sep	Oct	Nov
1	Brenda Glass, Co-chair	20	20	20	20						
2	Billy Gayheart, Co-chair	20	20	20	20						
3	Joye Toombs	20	20	20	20						
4	Kimberlin Dennis	10	10	10	10						
5	Naimah O'Neal	10	10	10	10						
6	Jeannie Citerman-Kraeger	0	0	10	0						
7	Clinton Droster	0	10	10	10						
	Total in Attendance	5	6	7	6						

PC Members: M. Deighan, F. Ross, J. McMinn

Attendees: J. Gerdes

Staff: A. Idov, Z. Levar, T. Mallory