



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

**Billy Gayheart, Jr. Chair**

## Membership, Retention and Marketing (MRM) Minutes

**Wednesday, January 3, 2024**

**2:30 am to 3:30 pm**

**Start:** 2:34 pm

**End:** 3:50 pm

**Facilitator: B. Gayheart**

## Moment of Reflection

## Welcome and Introductions

**Approval of Agenda: January 3, 2024**

**Addendum:**

Motion: F. Ross

Seconded: C. Nicholls

Vote: In Favor: All

Opposed: 0

Abstained: 0

**Approval of the Minutes: November 1, 2023**

**Addendum:**

Motion: F. Ross

Seconded: N. O'Neal

Vote: In Favor:

Opposed: 0

Abstained: 1- J. Citerman-Kraeger

## Old Business

## Open Nominations – Renewals and Change of Status

## Review Reflectiveness Considerations – J. L. Sylvia

We are currently in good standing, not including the four people moved forward in November, for a total of 80% in general and 40% for persons living with HIV (PLWH). Next, we will make individual decisions on appointments, making sure we are in good standing. In looking at our PC member reflectiveness in race, age, and gender demographics, we must keep in mind not to go below 33% for PLWH and that some members can also fill more than one category.

**\*Comment: F. Ross** – Being formerly in youth category, wondering how Hispanic, PLWH, and youth category are working now.

**\*Response: L.J. Sylvia** - The total number is reflected in that column but basically everyone unaffiliated PLWH shows up twice. Also, this was inherited and only have updated info from those who have completed recent applications. Things can/will be adjusted to fit current membership, as we just mimic categories as given to us by HRSA.

## Review and Vote on Interview Results – K. Dennis

We will discuss each candidate individually, in which they will go into the waiting room during at that time. Afterwards, they will return back to join in on the discussion of the other candidates. After all candidates return back, the committee will then cast secret ballots to vote on approving recommendation of the candidates. The applicants currently up for renewal are: Billy Gayheart, Dr. Barbara Gripshover, Deairius Houston, Jeffrey Mazo, Naimah O’Neal, Julie Patterson, Faith Ross, Karla Ruiz, and Stephanice Washington. We also interviewed Exec Co-chairs, Christy Nicholls and Brian Kimball, although they were not required to do so, and they will go up for reappointment through their Cuyahoga County and City of Cleveland processes.

## **Cuyahoga Regional HIV Prevention and Care Planning Council**

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### **Recommendation Approval and Vote of the 2023 PC Interview Candidates Results**

The Membership, Retention & Marketing (MRM) Committee Recommendations for nine (9) PC Interview Candidates, was voted on and approved for eight (8) of the nine candidates by all voting PC members, through individual secret ballots.

The MRM chair and PC facilitator will update all and provide info on next steps.

### **Discuss and Vote on Change of Status – B. Gayheart**

We have briefly discussed this earlier on maybe creating a new form for new changes in membership status, as all members must keep us regularly informed so we can stay updated and in compliance.

**L.J. Sylvia** – The rules will remain the same, only the form will be revised.

### **Motion: To Approve Tabling the last three Agenda Items until the next MRM Meeting.**

**Motion:** N. O’Neal                      Seconded: F. Ross

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

*Motion passed.*

Thanks to all for patience in this process.

**Finalize and Vote on 2024 MRM Work Plan** - Tabled

**Recruitment Activities** - Tabled

**Orientation of New Members** - Tabled

**Parking Lot** - None

### **Announcements**

**L.J. Sylvia** — The CLC survey is now available. We are asking everyone to please share the link, as our goal is to surpass last year’s total. Also, the executive committee is working to send out a survey for PC voting members on input for improving PC.

**Consumer Survey:** <https://www.surveymonkey.com/r/Y7Y587H>

**Feedback form for Voting Members:** <https://www.surveymonkey.com/r/JFNWZDK>

### **Adjournment**

**Motion:** F. Ross                      Seconded: C. Nicholls

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### **Attendance**

		Jan	Feb	Mar	Apr	May	June PSRA	Aug	Sep	Oct	Nov
	<b>MRM Members</b>										
1	<b>Billy Gayheart, Chair</b>	<b>20</b>									
2	<b>Joye Toombs</b>	<b>0</b>									
3	<b>Anthony Forbes</b>	<b>0</b>									
4	<b>Kimberlin Dennis</b>	<b>10</b>									
5	Naimah O'Neal	<b>10</b>									
6	Jeannie Citerman-Kraeger	<b>10</b>									
7	Clinton Droster	<b>10</b>									
8	Jason McMinn	<b>10</b>									
	<b>Total in Attendance</b>	<b>6</b>									

**PC Members: C. Nicholls, M. Deighan, F. Ross**

Attendees: T. Patterson, T. Mahdi

Staff: L.J. Sylvia, Z. Levar, B. Evans, T. Mallory