

Cuyahoga Regional HIV Prevention and Care Planning Council

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

Billy Gayheart, Jr. Chair



Membership, Retention and Marketing (MRM) Minutes

Wednesday, February 7, 2024

2:30 am to 3:30 pm

Start: 2:35 pm

End: 3:28 pm

Facilitator: B. Gayheart

Moment of Reflection

Welcome and Introductions

Approval of Agenda: February 7, 2024

Addendum:

Motion: F. Ross Seconded: J. Citerman-Kraeger

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

Approval of the Minutes: January 3, 2024

Addendum:

Motion: F. Ross Seconded: J. McMinn

Vote: In Favor: 7 Opposed: 0 Abstained: 2- J. Toombs, A. Forbes

Old Business

Review Quarterly Attendance Report – B. Gayheart

Congrats to all, as we hope to continue reporting more increases/improvements throughout the year.

PC MEMBERSHIP TOTAL (27)	ATTENDANCE % AUG-NOV 2023	PC MEMBERSHIP TOTAL (27)	ATTENDANCE % JAN 2024
Kimberlin Dennis	200% - 4 th highest	Kimberlin Dennis	175%
Christy Nicholls	100%	Christy Nicholls	167%
Brian Kimball	100%	Brian Kimball	150%
Biffy Aguiriano	50%	Biffy Aguiriano	50%
Jeannie Citerman-Kraeger	120%	Jeannie Citerman-Kraeger	125%
Michael Deighan	105%	Michael Deighan	125%
Clinton Droster	185%	Clinton Droster	175%
Anthony Forbes	85%	Anthony Forbes	50%
Billy Gayheart	275% - 2 nd highest	Billy Gayheart	200%
Tiffany Greene	90%	Tiffany Greene	50%
Barbara Gripshover, MD	105%	Barbara Gripshover, MD	50%
Deairius Houston	125%	Deairius Houston	50%
Bryan Jones	100%	Bryan Jones	100%
LeAnder Lovett	115%	LeAnder Lovett	25%
Jason McMinn	178%	Jason McMinn	175%
Lorsonja Moore	90%	Lorsonja Moore	100%
Naimah O'Neal	259% - 3 rd highest	Naimah O'Neal	100%
Julie Patterson	178%	Julie Patterson	100%
Faith Ross	278% - 1 st Highest all year!	Faith Ross	175%
Karla Ruiz	100%	Karla Ruiz	50%
Peter Scardino	75%	Peter Scardino	50%
James Stevenson	105%	James Stevenson	50%
Anthony Thomas	75%	Anthony Thomas	50%
Joye Toombs	100%	Joye Toombs	0%
Stephanice Washington	40%	Stephanice Washington	125%
Rhonda Watkins	153%	Rhonda Watkins	0%
Leshia Yarbrough-Franklin	100%	Leshia Yarbrough-Franklin	100%

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Attendance Update Cont'd

Highest % for 2023 - Highest 2, 3, & 4th % for 2023 – Highest early increase/improvement for 2024

NOTE: Participation in additional meetings, forums, and/or other events involving Ryan White Planning Council representation helps increase attendance totals, overall. However, the Part A, pre-programmed percentage totals will usually reflect more of the required 100%, on-target mark, in the first three months when attendance is generally most active. Afterwards, the totals fluctuate by either decreasing, increasing, and/or remaining the same, as they spread over the year.

Additionally, satisfactory attendance can be achieved by attending one or both, COR, PC, and/or a few other meetings, so as to get at or close to the monthly target (40-points) needed for 100% attendance.

COR - 20 points = 50% of attendance

Full PC and PSRA - 20 points = 50% of attendance - **(Note: PSRA replaces PC meeting in June)**

Subcommittee meetings other than your COR - 10 points

Ad-hoc, work groups, forums, etc. - 20 points

Membership, Retention & Marketing Work Plan for 2024

Membership, Retention & Marketing Activities	Start Date	End Date	Task Leader	Status of Progress
1. Monitor Attendance Status to ensure compliance and maximum participation. a. Monitor & Report Attendance Status to the Executive Committee & Planning Council – Quarterly (Feb, May, Aug, Nov). b. Distribute Attendance Reminder Letters, as needed – Quarterly (Feb, May, Aug, Nov).	Jan	Dec	PC Facilitator	

1. B. Gayheart- Congratulations and thanks to everyone for all of your work and commitment in 2023, up to January of this year. Special congratulations to Stephanice Washington for having the earliest improvement/increase, thus far, for 2024. We will provide the next reports which will hopefully continue to show improvement.

Membership, Retention & Marketing Activities	Start Date	End Date	Task Leader	Status of Progress
2. Monitor Reflectiveness to ensure compliance with HRSA Requirements. a. Update the PC Reflectiveness report each time there is a change in the membership roster. b. Report analysis of PC Membership to the MRM committee in advance of the HRSA Reporting Requirement and at other times as requested by the MRM Committee. Report to HRSA for Federal Reflectiveness Mandate.	Jan	Dec	PC Facilitator	

2. B. Gayheart -If we need to make changes, we will look to input.

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Membership, Retention & Marketing Activities	Start Date	End Date	Task Leader	Status of Progress
3. Implement an annual Open Enrollment process for both Renewal Applications and New Applicants in accordance with HRSA guidelines, legislative requirements and current by-laws. a. Develop membership recruitment strategies to maintain membership reflectiveness, including targeted outreach in accordance with the HIV prevalence in the Cleveland TGA in compliance with Planning Council legislative requirements. b. Solicit and process renewal applications from all members eligible for a second term; This includes interviews and all required votes. c. Implement strategies to recruit new members and maintain reflectiveness, as developed above. d. Solicit and process applications from new members. This includes interviews and all required votes.	Jan	Dec	Chair	Because of delays in 2023, we will hold open nominations two times in 2024. The first "round" will end in May. Another "round" will begin in August.

3. L.J. Sylvia - We will need all on this process for recruitment, the lead column is just to say who leads the process.

F. Ross - Will there be a separate meeting to discuss this?

B. Gayheart- There is a lot to address. We will just wait and be prepared in case we need work groups.

Membership, Retention & Marketing Activities	Start Date	End Date	Task Leader	Status of Progress
4. Explore options for increasing engagement by young people and Latino Individuals, especially PLWH. a. Create an engagement plan to recruit both young people and Latino individuals, especially PLWH. b. Create a Work Group that includes members from other committees to explore the possibility of creating a Young Person's Committee.	TBD	TBD	Consider appointing a member to lead these efforts.	

4. B. Gayheart - We will be exploring this more, as CLC touched on this in looking at going out in the community to engage. We do have plans on recruiting youth, and have considered talking to groups who currently work with youths, or maybe creating a youth advisory board or advisory committee, separate, but a part or extension of PC.

L.J. Sylvia - The first thing has to happen, and the second is a way to do this.

J. McMinn – Connecting with Nueva Luz on their group may be a way to engage on an advisory group.

S. Washington -James Stevenson also does a Nueva Luz support group.

N. O'Neal – Also, maybe we could contact the case managers of the five people who completed the Spanish survey on if they'd like to be involved.

F. Ross – Maybe we could also add a place at the end of the survey so people can give contact info.

A. Forbes - We also want to make sure we look into our providers who have access to records on youth, for what age we want to see.

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Membership, Retention & Marketing Activities	Start Date	End Date	Task Leader	Status of Progress
5. Implement a Mentorship program to support applicants and new members. a. Evaluate the current Mentorship program and revise protocol as needed. Assign mentors to new applicants.	TBD	TBD	Consider appointing a member to lead these efforts.	

5. B. Gayheart - This is in place and we will just see if we need to add any changes.

Membership, Retention & Marketing Activities	Start Date	End Date	Task Leader	Status of Progress
6. Update and maintain the accuracy of the Planning Council Bylaws, including supporting Appendices, and Operating Procedures as further guidance for enforcing Planning Council operations; and provide leadership to ensure that training components required by HRSA and other relevant agencies are implemented. a. Monitor and report legislative updates. b. Work with the executive committee to identify areas w/in the bylaws that require review and possible revision. c. Identify the training components required by HRSA and other relevant agencies, and provide leadership and support to ensure these trainings are developed and implemented in the appropriate committee.	TBD	TBD	PC Facilitator & Chair	

6. B. Gayheart - This is a big one, as we have gone into the bylaws in QI committee recently, and will likely end up doing another work group when the time arises on this.

J. McMinn - What would be needed to help on this?

L.J. Sylvia - Right now, we will need support from exec committee co-chairs. For all, when we start looking at the bylaws, we will need input on if things are working and/or need more attention, so we can systematically approach these items.

Membership, Retention & Marketing Activities	Start Date	End Date	Task Leader	Status of Progress
7. Develop program initiative to strengthen new member capacity and understanding of Ryan White legislative responsibilities; and oversee compliance with Planning Council training requirements. a. Develop and implement an in-person orientation for New Members. b. Work with the Executive Committee to identify the training needs of the Planning Council members, and then work with appropriate committees to implement necessary training.	Feb	Mar	Chair	

7. In progress and ongoing.

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Membership, Retention & Marketing Activities	Start Date	End Date	Task Leader	Status of Progress
8. Create and Monitor a committee work plan. a. Create an initial draft of the work plan. b. Review and finalize the 2024 Committee Work Plan. c. Monitor work plan throughout the year. d. Discuss goals and brainstorm ideas for the upcoming year (Oct., Nov). e. Create an initial draft of the work plan for the upcoming year.	Dec 2023	Dec 2024	Chair	

8. L.J. Sylvia - We will add if/when needed and maintain, as it is already in place.

B. Gayheart- If all in agreement, the next step is to vote on approving the 2024 MRM committee work plan.

Motion: To approve the Membership, Retention & Marketing (MRM) Committee 2024 Work Plan, as written.

Motion: F. Ross Seconded: J. Citerman-Kraeger

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

Motion passes.

Discuss Plans for Orientation of New Members – B. Gayheart, L.J. Sylvia

B. Gayheart – We are excited about the possibility of having our next new member orientation, in-person, sometime in March.

L.J. Sylvia - We have a free location for orientation and the vision is to have a meal and our orientation at the Neighborhood Connections facility. This building houses the Cleveland Foundation headquarters located at 1971 E. 66th street, across from Dave's market, and worked really well for the October 26th CLC listening session. Currently, we have two dates in holding for March 13th or March 27th, both Wednesday evenings, from 5-8 pm. The recommendation is for the later date, to allow time for sharing the invite, and the meal will be a box lunch as was provided in past in-person meetings.

B. Gayheart – If all are okay with the March in-person orientation, we will proceed vote to approve this.

Motion: To approve the New Member, In-Person Orientation, including a meal and training set for Wednesday, March 27, 2024.

Motion: F. Ross Seconded: S. Washington

Vote: In favor: All Opposed: 0 Abstained: 0

Motion passes.

Open Nominations – B. Gayheart

As this is part of the overall MRM committee work plan with recruitment Activities, we will also be working with Prevention and CLC committee on this. Also, please look out for the upcoming new member application, as well as other meetings or workgroups in organizing recruitment efforts.

***Question: A. Forbes** - At PC we need people 30 and under?

***Response: L.J. Sylvia** - We are all aging and we really need people 30 under, if possible. With that, we will be looking at two weeks to schedule interviews for new applicants, and we will send links to respond on times you may be available to be a panelist for interviews.

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***Question: C. Nicholls** – Are there other things to do with the in-person orientation to help make this a success?

***Response: B. Gayheart** - Just show up, or let L.J. know.

***Response: L.J. Sylvia** - Maybe help with training as from PC members.

***Question: S. Washington** - When will we go back to all in-person meetings again?

***Response: B. Gayheart** -That's a PC and exec PC decision, and although the orientation is mostly for new members, it is always open and recommended for all official members to attend.

***Comment: J.J. Sylvia** – That's also the reason for the PC survey that's out now, as completing it gives us feedback and input on things like meeting schedules, locations, dates, times, and so forth.

Parking Lot - None

Announcements - None

Adjournment

Motion: F. Ross

Seconded: S. Washington

Attendance

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

PC Members: C. Nicholls, F. Ross, S. Washington

Attendees: T. Mahdi, M. Jackson-Rollins

Staff: M. Baker, Z. Levar, L.J. Sylvia, T. Mallory