

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, October 16, 2024

4:00 pm to 5:00 pm

Start: 4:03 pm

End: 4:57 pm

Facilitator: B. Gayheart

Moment of Reflection

Welcome and Introductions

Approval of Agenda: October 16, 2024

Addendum:

Motion: C. Nicholls Seconded: N. O'Neal

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

Approval of the Minutes: September 18, 2024

Motion: J. Citerman-Kraeger Seconded: C. Nicholls

Vote: In Favor: 7 Opposed: 0 Abstained: 0

New Business

Review and Vote on Change of Status Forms – B. Gayheart, L.J. Sylvia

L.J. Sylvia – Today we will review the Change of Status form for MRM member, Joye Toombs, in regards to her new work status.

B. Gayheart – To remain in compliance with HRSA's Ryan White Planning Council reflectiveness requirements for the completion of her term, the recommendation is to change Joye Toombs' membership service category seat from Community Member to Non-Elected Community member.

Motion: To change Joye Toombs' membership seat to Non-Elected Community Member.

Motion: N. O'Neal Seconded: J. Citerman-Kraeger

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

Motion passed.

2025 Term Limits and Renewal Application Timeline – L.J. Sylvia, B. Gayheart

B. Gayheart - In looking at the 2025 term limits, there are several individuals whose term limits are set to expire.

L.J. Sylvia – As our PC term limits were initiated back in 2017, we began re-evaluating them last year, in which we now need to make decisions for both the upcoming 2025, and future membership terms and renewal application processes.

***Question: J. Mazo** – Is this in line with the bylaws?

***Response: L.J. Sylvia** - Most things are, as we mostly want to make sure people are in place with timelines, and that existing members can continue serving in the best way through the transitions.

***Response: B. Gayheart** - We are on time, partly yes and no, as we are all new to this process, and have to just learn from each other and make adjustments as we go along.

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Motion: To Approve the 2025 Term Limits and Renewal Application Timeline, as presented.

Motion: J. Citerman-Kraeger Seconded: J. Toombs

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

Motion passed.

Discuss the Launch of the Working Group for Youth Engagement – B. Gayheart

As this has been a long-time passion, we recently reached out to several people who have agreed to be part of a new youth work group. This is to be a separate group designed for young people to take the reins and lead in conversations on things that concern them. We are looking to begin these brainstorming discussions starting in November then in January, February, and March, for the second Wednesday of each month. As throughout the years there has been a lack of youth involved in PC, we want to see how to better engage them to be involved and participate, rather than just attending meetings. This would be a starting point in making something happen and to see what may come about from this.

L.J. Sylvia - The data shows we are getting older and need to do better job of recruiting youth, and having them coming to listening sessions around engagement.

C. Brady - Being just a year into PC, happy to join and to be part of helping younger people know what's going on with PC and HIV care, in general. As it's often hard to have support systems early in life, this would help bring younger people together and help them, in this space, find common ground in the community.

L.J. Sylvia – To confirm, the **group timeline is four months: November, January, February, and March.**

B. Gayheart – What are suggestions for times/hours for the workgroups?

C. Brady – **Perhaps 12-3:30 pm, and/or maybe an evening slot,** as in reaching out to folks on the group who were already active, most feedback was on the timing.

N. O'Neal - **We should have those running the group to speak on what time and day. Also, as older members may not be the best way to go, maybe we should reconsider this for now.**

B. Gayheart - It has been difficult trying to start this, as only a few young people have responded.

J. Mazo – **We have already run into a hurdle, except for one. As a former educator, unless something is led by youth, they often won't buy into this.** So, how can we change the landscape on this today?

L.J. Sylvia - In organizing we say, **whoever shows up, are the right people. Looking at that, we want to ask are you willing and able to serve, identify those would will serve,** and if only a few show up, those are the right people. The questions then, is how to get the rest of the people?

C. Brady – **A form was created that anyone can fill it out and put in comments. This could also be a mixed-methods approach with meetings, group chats, social media campaigns, etc., having something people can do on their own time outside of a structured meeting. We can also come up with marketing materials on what PC is and why it needs youth.**

L.J. Sylvia - If interested, please share youth involvement form: <https://forms.office.com/r/MVvxEtaU8i>.

B. Gayheart - We will continue looking at doing this soon as possible, as this is a start in which we hope many things can come about.

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Standing Business

Forms Update – L.J. Sylvia

To date, there are only three annual forms outstanding. Also, as a note for anyone who is not an official member of planning council, you have the option to still be an active member of PC by serving as a non-member volunteer. If interested, please let Lj and MRM chair, Billy Gayheart know.

Recruitment – L.J. Sylvia

As we look at recruiting efforts on how to invite people to PC, please keep in mind the following question: “Who do you know that you would like to see on Planning Council?”.

Parking Lot - None

Announcements

L.J. Sylvia – The question on who you would like to see on Planning Council will be on the next agenda.

Adjournment

Motion: C. Nicholls **Seconded:** N. O’Neal

Attendance

	MRM Members	Jan	Feb	Mar	Apr	May	June PSRA	Aug	Sep	Oct	Nov
1	Billy Gayheart, Chair	20	20	20	20	20	20	20	20	20	
2	Joye Toombs	0	20	20	20	20	20	20	20	20	
3	Christy Nicholls							20	20	20	
4	Kimberlin Dennis	20	0	0	20	20	20	0	20	20	
5	Naimah O’Neal	10	10	0	10	10	0	10	10	10	
6	Jeannie Citerman-Kraeger	10	10	0	0	0	0	10	10	10	
7	Faith Ross							0	0	0	
8	Deairius Houston							10	0	0	
	Total in Attendance	6	6	4	6	6	4	6	6	6	

PC Members: C. Brady, L. Lovett, T. Mahdi

Attendees: J. Mazo, R. Lewis, L. Harris, J. Garcia

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