



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, January 22, 2025

MRM Planning Council Members		Planning Council Members	Planning Council Attendees	Guest Speakers
1. Billy Gayheart, Chair	P	Cielle Brady	Crystal Smith	None
2. Kimberlin Dennis	P	Karla Ruiz	Chris Miller	
3. Joye Toombs	P		Michelle Jackson-Rollins	Recipient Staff
4. Christy Nicholls	P			Monica Baker
5. Brian Kimball	A			Zach Levar
6. Jeannie Citerman-Kraeger	P			Danielle LeGallee
7. Naimah O’Neal	P			Lisa-Jean Sylvia
8. Faith Ross	A			Toni Mallory
9. Deairius Houston	P			
Total of 17 in attendance.	P = Present AP = Alternate Present EX = Excused Absence A = Absent O (Other) = Virtual, Phone			
Call to Order	Co-chair, Billy Gayheart ,called the meeting to order at 4:03 pm.			
Moment of Silence				
Quorum Determination	Seven (7) of nine MRM committee members present - quorum of five (5) needed. <i>(Note: Alternates count towards quorum when representing absent committee members.</i>			
Welcome, Introductions & Conflicts of Interest	All members, attendees, and guests welcomed, and asked to state names, affiliations, and conflicts of interest in the chat.			
Approval of Agenda	MRM Committee reviewed and approved the agenda for January 22, 2025. Motion made by Naimah O’Neal, seconded by Christy Nicholls. All in favor. Opposed: 0; Abstained: 0			
Approval of Minutes	MRM Committee reviewed and approved the minutes from November 20, 2024. Motion made by Naimah O’Neal, Seconded by Jeannie Citerman-Kraeger. In Favor: 8 - Opposed: 0; Abstained: 1-J. Toombs .			
New Business	Upon final review of the MRM work plan, the committee voted to:			
Vote to Approve the MRM Committee Work Plan	Approve the Membership, Retention & Marketing (MRM) Committee 2025 Work Plan, as written. Motion made by Naimah O’Neal, seconded by Jeannie Citerman-Kraeger. All in favor. Opposed: 0; Abstained: 0 <i>Motion passes.</i>			
Review Reflectiveness Report	Review Membership Reflectiveness Report – Lisa-Jean Sylvia, PC Facilitator The reflectiveness report provides guidance in making sure we remain in compliance with HRSA’s (Health Resources Services Administration) rules on how we operate as a Planning Council.			

Additionally, when looking at unaligned persons, or those not affiliated with the Part A office or Ryan White program, there appears to be an issue in recruiting those persons, for all planning councils around the country. Our main strategy in the reflectiveness process is in being aware of what HRSA requires, and always working to maintain compliance. With that, listed are the areas of membership reflectiveness that we must consider for our planning council.

Reflectiveness Considerations

Full Planning Council	<i>Recruit more men (33% compared to 79.74% prevalence)</i>	<i>Recruit more men (33% compared to 79.74% prevalence)</i>	<i>Recruit more people under 40 -(25% compared to 29.58% prevalence)</i>
Unaligned Consumers	<i>Recruit more Black people (37.5% compared to 51.8% prevalence)</i>	<i>Recruit more men (50% compared to 79.74% prevalence)</i>	<i>Recruit more people under 40 -(12.5% compared to 29.58% prevalence)</i>
33% Unaligned Consumers	<i>Current Status -22 members: 36% unaligned consumers</i>	<i>February 2st -20 members: 35% unaligned consumers</i>	<i>April 1st -Pending members should be confirmed by this time; 22 members; 32% unaligned consumers; 21 members: 33% unaligned consumers; 20 members; 35% unaligned consumers</i>

Term Limit Ends in 2025

<i>Name</i>	<i>Term Ends</i>	<i>Eligible to Renew</i>
<i>J. Citerman-Kraeger</i>	<i>January 2025</i>	<i>Yes</i>
<i>Michael Deighan</i>	<i>January 2025</i>	<i>No</i>
<i>James Stevenson</i>	<i>March 2025</i>	<i>Yes</i>
<i>Joye Toombs</i>	<i>March 2025</i>	<i>Yes</i>

Suggested Recruitment Goals

Recruit 4-6 unaligned consumers

- Especially men
- People who are under 40 years of age
- Black people

Once there are more unaligned consumers, non-member volunteers can apply for full membership.

Recruit for Full Planning Council

- People who work in housing
- People who work in mental health and addiction
- Especially men
- People who are under 40 years of age

Q&A's

Comment: N. O'Neal – It seems pointless in pushing for people to lead programs because they match HRSA's requirements, while at same time creating barriers for them to be part of the conversations. We tend to think everything should stay the same, but everything changes.

Response: M. Baker -The goal likely was intended for PLWH to give the most guidance on how to run the program. However, going before Congress on this now, would require caution in proceeding.

Comment: Z. Levar - Also, we must look at what matters are most important to be addressed, as it may as it may not work to our disadvantage.

	<p>Takeaways</p> <ol style="list-style-type: none"> 1. We need more unaligned consumers, at least 3-4. 2. We have a lot of room to grow. 3. We need more people who work in housing or impacted by homelessness. 4. We need more workers on the front line with addiction services. 5. We need more persons working with the VA. <p>L.J. Sylvia - If anyone has ideas, please contact Lj or Billy, as we need more people, in general.</p>
<p>Planning for New Member Orientation</p>	<p>Planning for New Member Orientation – Billy Gayheart, MRM Chair</p> <p>The new member orientation process is done once a year, usually in November. As it will be in March this year, we would like plan for a date that will accommodate members either out of state or in our outlying counties.</p> <p>Comment: L.J. Sylvia - Last year we did new member orientation at Neighborhood Connections, on Euclid Ave. Do we want to look elsewhere?</p> <p>*Comment: N. O’Neal - The Centers is available, depending the day, and open late Wednesdays.</p> <p>B. Gayheart – We will entertain a motion for one or the other.</p> <p>A motion was made to conduct the 2025 New Member Orientation at The Centers (Circle Health Uptown) location at 12201 Euclid Avenue, Cleveland, Ohio 44106.</p> <p>Motion made by Naimah O’Neal and seconded by Joye Toombs. All in Favor. Opposed: 0 – Abstained: 0 <i>Motion passes.</i></p> <p>L.J. Sylvia – For the date, a recommendation is for the second Wednesday in March, the 26th.</p> <p>A motion was made for the New Member Orientation to be held on Wednesday, March 26, 2025, from 6:00-8:00 pm.</p> <p>Motion made by Christy Nicholls and seconded by Kimberlin Dennis. All in Favor. Opposed: 0 – Abstained: 0 <i>Motion passes.</i></p> <p>An amended motion was made to change the New Member Orientation date from March 26th to Wednesday, April 23, 2025, from 5:30-7:30 pm, so as to better align with the HRSA site visit.</p> <p>Motion made by Kimberlin Dennis and seconded by Christy Nicholls. All in favor. Opposed: 0 – Abstained: 0 <i>Motion passes.</i></p>
<p>2025 Forms Update</p>	<p>L.J. Sylvia - The 2025 forms are ready to go. We will email them out to all PC and non-members to complete, as we would like them in place by Feb 19th PC, before the March HRSA site visit.</p>
<p>Standing Business</p>	
<p>Working Group for Youth Engagement Update</p>	<p>B. Gayheart - We met earlier this month, next meeting is Feb 12th, and we will discuss more at that time. Cielle has been doing an amazing job, we’ve had lots of conversation, and we will continue updating where we are in the process.</p>

Recruitment	<p><i>Who do you know that you would like to see on Planning Council?</i></p> <p>B. Gayheart – We ask that all look to recruit in the way that works best, as no matter how many recruiting efforts are made, few seldom respond.</p>
Parking Lot	None.
Announcements	<p>L.J. Sylvia – The new CLC survey is now available online and paper, and we ask all for help in sharing it with others. Link info at: : https://form.jotform.com/243233549598165.</p> <p>N. O’Neal –There is an upcoming webinar on February 7th, which will be an evening conversation on heterosexual men and women living with HIV, and how they navigate and the challenges posed to them. The link will be made available to register.</p>
Adjournment	<p>Meeting adjourned at 4: 58 pm.</p> <p>Motion was made by Kimberlin Dennis, seconded by Joye Toombs.</p> <p>All in Favor.</p> <p><i>Motion passes.</i></p>