

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, November 20, 2024

4:00 pm to 5:00 pm

Start: 4:04pm

End: 5:00 pm

Facilitator: B. Gayheart

Moment of Reflection

Welcome and Introductions

Approval of Agenda: November 20, 2024

Addendum: To approve agenda with change listed in new business section.

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

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

Approval of the Minutes: October 16, 2024

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

Vote: In Favor: 6 Opposed: Abstained: 1- D. Houston

New Business

MRM 2025 Work Plan: *What, if anything, do we want to change in the year ahead?* – L.J. Sylvia

This is to discuss if changes are needed for the coming year, before January Full PC meeting approval.

MEMBERSHIP, RETENTION & MARKETING MEMBERSHIP (MRM) COMMITTEE ACTIVITIES

1. Monitor Attendance Status to Ensure Compliance and Maximum Participation

We will adjust the attendance reports for 2025, as needed, to meet our timeline.

2. Monitor Reflectiveness to Ensure Compliance with HRSA Requirements

This will remain ongoing in ensuring compliance.

3. Implement an Annual Open Enrollment Process for Both renewal and New Applicants in Accordance with HRSA Guidelines, Legislative Requirements, and Current Bylaws.

For 2025, we will implement an annual open enrollment process for both renewal and new applicants and notify applicants of the timeframe for the one-round of open enrollment.

4. Explore Options for Increasing Engagement of Young People and Latino Individuals, Especially PLWH

The workgroup had the first kickoff meeting in November. They will officially start meeting in January 2025, and then see what emerges in determining the next steps.

5. Implement and Maintain a Mentorship Program to Support Applicants and New Members.

The mentor program had both a rocky start and stop, as the main idea was to evaluate the current membership program in making sure to assign mentors to new applicants.

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6. Update and Maintain the Accuracy of the PC Bylaws, including Supporting Appendices and Operating Procedures, etc.

We asked all chairs to review each section of the bylaws for their committees, and we will do this in phases so as to have a firm set of revisions by end of year.

7. Develop Program Initiatives to Strengthen New Member Capacity & Understanding of Ryan White Legislative Responsibilities, etc.

This year we did an in-person orientation/training, and we revised the agenda to reflect a better way to conduct the process, and we will continue in same way and timetable for next year.

8. Create and Monitor a Committee Work Plan

We are currently creating the 2025 work plan, as it remains an ongoing annual process.

***Comment: C. Brady** - In attending other agencies discussing their bylaws, each group often looked more at inclusive language, or in making category changes to better fit their needs. They also used more of a round robin (a teaching strategy where people take turns sharing ideas in a structured way) to guide the efforts.

B. Gayheart - Breaking it up the bylaws is a good idea, as it's so lengthy. For now, though, we'll look for chairs to do this in parts, in their committees. Also, as the new member orientation was done earlier in the year, if all okay it can continue the same, keeping in mind that orientation is mandatory by HRSA.

L.J. Sylvia - If there are any questions now or over next couple weeks, let us know so we can incorporate these ideas.

Video Presentation Marketing Opportunity – M. Baker

This video presentation is being provided by the CCBH EHE team as part of their public relations and recruitment efforts, in collaboration with the Better World Advertising company. The company is currently looking for input on marketing videos that would be most impactful to our TGA communities. They would like our thoughts on what is liked, not liked, and or other suggestions. Additionally, they are asking for our draft input soon as possible, as the turnaround for submission to the EHE supervisor is this Friday.

***Comment: N. O'Neal** – Love the first video for people who don't know anything about RW. It introduces and talks about getting people excited and inviting them into PC. The second was more on content and details for what's involved in being part of PC.

***Question: D. LeGallee** - Could you clarify what/how it will be used?

***Response: B. Gayheart** - It's about working to create something like this for our PC.

***Comment: M. Baker** - It's also a matter of EHE funding for marketing material, and getting feedback on content for ideas.

***Question: K. Ruiz** – What's been Maricopa's response on this project, as Part B would like to be a part.

***Response: M. Baker** - We don't have their response at this time, as this is just a sample for interest.

***Comment: Z. Levar**- We haven't talked to anyone at Maricopa. We have a PR company and over years, we've spoken on doing more marketing. **This was given to our marketing and EHE team to get feedback**

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on how this could work for us. The other funding piece is Part A has no money for marketing, but through EHE this can be done, although the input is needed by Friday.

***Comment: L.J. Sylvia** - One thing to note was that the entire video was aimed at PLWH, as it would be great to let people know they can be part of PC without committing to hours of time.

***Comment: C. Brady** – Also, maybe graphics could be locally themed using things like Cleveland colors, highlighting other counties, or showcasing local landmarks for a hometown touch.

***Comment: Z. Levar** - The deadline is Friday before meeting with BWA, but we may be able to add some things that can be incorporated now, as they basically wanted a drafted feedback before a final piece. Bottom line, immediate impact needed by Friday, but ongoing communication between the three parties, PC, EHE, and Better World Advertising marketing before finalization.

***Comment: D. LeGallee** - The first video was better in that the verbiage was more appealing to our community, whereas, the second one was more complex.

***Response: B. Gayheart** – Agree, the first was for the layman, the second for those familiar with RW.

***Comment: J. Citerman-Kraeger** – The blue characters seemed weird, maybe using another color.

***Comment: L.J. Sylvia** – The second video was more in looking at ways to get involved.

M. Baker - Thanks to all for input on video with the timing.

Z. Levar – We appreciate the feedback and will share this with the EHE team and BWA company.

L.J. Sylvia - This was sent to both the MRM and Exec committees, for all to provide feedback.

Standing Business

Working Group for Youth Engagement Update – B. Gayheart

We met last week, things went well as a start, and our next meeting will be in January.

C. Brady - The purpose of the workgroup is to figure how to bring younger voices and engage them, not just with PC but with extensions of PC such as: listening sessions, presentations, panel discussions, etc. This was a summary in looking at marketing campaigns for engaging youth. As the term youth varies in definition, we are looking at ages 30 and under to increase more participation with PC discussions and topics. The marketing piece should be done by next meeting, and all are invited to join and bring ideas.

L.J. Sylvia- There will be three more sessions with mid-month dates to follow. Also, we asked about youth groups at Metro possibly participating.

Forms Update – L.J. Sylvia

To date, all forms are completed and only one is still outstanding.

Recruitment – Who do you know that you would like to see on Planning Council? – B. Gayheart

We are looking for PLWH who are unaffiliated (not affiliated with Part A) to become part of the planning council. If you know someone from groups or networks who might be interested, please invite them to attend meetings here and there as you can.

***Comment: L.J. Sylvia** – The other categories needed for representation is people who are not in Cuyahoga County, particularly the eastern counties, as well as younger people.

***Question: K. Ruiz** - Are there PC brochures in medical offices?



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***Response: B. Gayheart** - In Lorain yes.

***Response: C. Brady** – Although there may not be an overall flyer posted.

***Comment: D. LeGallee** - If you go on the CCBH website, there are many resources, brochures, info on counties we serve, etc.

***Comment: B. Gayheart** - We can also look at this in future on actual pamphlets specific to PC.

***Comment: D. Houston** – As there are none at Central Outreach, maybe we can do some non-specific materials, that are eye-catching and give info or an email to join.

L.J. Sylvia – We are in the process of doing a survey, looking to add an option to click and connect to a website.

Parking Lot - None

Announcements

L.J. Sylvia - Metro is bringing the AIDS quilt to Greater Cleveland and looking for quilt sitters for each location.

N. O’Neal - Akron is having WAD event on Dec 1st, and will be presenting info on the laws changing in HIV Criminalization. Also, there will be an expungement, birth certificate, ID vouchers, and warrant removal clinic event at NORA (Northern Ohio Recovery Association) this Friday.

K. Ruiz – Today is also Transgender Day of Remembrance.

Adjournment

Motion: N. O’Neal **Seconded:** D. Houston

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	20
2	Joye Toombs	0	20	20	20	20	20	20	20	20	0
3	Christy Nicholls							20	20	20	20
4	Kimberlin Dennis	20	0	0	20	20	20	0	20	20	20
5	Brian Kimball										0
6	Naimah O’Neal	10	10	0	10	10	0	10	10	10	10
7	Jeannie Citerman-Kraeger	10	10	0	0	0	0	10	10	10	10
8	Faith Ross							0	0	0	0
9	Deairius Houston							10	0	0	10
	Total in Attendance	6	6	4	6	6	4	6	6	6	6

PC Members: C. Brady, K. Ruiz

Attendees: none

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