

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, March 19, 2025

MRM Planning Council Members			Planning Council Members	Community Attendees	Guest Speakers
1. Billy Gayheart, Chair		P	Julie Patterson	Talib Mahdi*	None
2. Kimberlin Dennis		P		Antonio	
3. Christy Nicholls		P		Cielle Brady*	Recipient Staff
4. Brian Kimball		P			Lisa-Jean Sylvia
5. Naimah O’Neal		P			Brittanie Evans
6. Faith Ross		A			Danielle LeGallee
7. Deairius Houston		P			
Total of 13 in attendance.		P = Present A = Absent O (Other) = Phone * Non-member Volunteer or Pending PC Member			
Call to Order	Chair, Billy Gayheart, called the meeting to order at 4:01 pm.				
Moment of Silence					
Quorum Determination	6 of nine MRM committee members present - quorum of five (5) needed.				
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 March 19, 2025. Motion made by Naimah O’Neal, seconded by Brian Kimball				
Approval of Minutes	MRM Committee reviewed and approved the minutes from February 19, 2024. Motion made by Christy Nicholls, Seconded by Kimberlin Dennis In Favor: all; Opposed: 0; Abstained: 0 Motion to approved the amended minutes to add an asterisk next to non-member volunteers. Motion made by Christy Nicholls, seconded by Kimberlin Dennis In favor: all; Opposed: 0; Abstained: 0				
Committee Business	a. Open Nominations <ul style="list-style-type: none">1 renewal applicant; no other new applicants yet.We will need people to do interviews. Fill out the poll at the link in the chat if you want to do interviews. Lj can also do it over the phone if you would like. b. 2025 forms update <ul style="list-style-type: none">13 people have completed their forms. Still waiting for forms from 8 people. c. Recruitment <ul style="list-style-type: none">Keep recruiting. Who do you know that you would like to see on Planning Council?We especially need people who receive Ryan White funding and are not affiliated with a provider organization.Lj – one long term strategy that came up with HRSA – inviting people to just participate in one committee, so their commitment is only 1 meeting each month.				

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	<ul style="list-style-type: none"> • Deairius – working with LGBT center and doing an event called Thrive for Pride. It would be a good idea to have PC representation. This could be a good recruitment opportunity. • Julie – On-ramp idea through committee participation • Billy – could make an announcement during the EHE CAG Prevention Subcommittee meeting next week welcoming Prevention folks to Planning Council • Cielle – MAETC doing a panel at Pride and may be a paid opportunity to participate. • Danielle – HIV Services Newsletter is sent out twice per year in June and December. We are looking for a contribution for the PC portion of the June newsletter. <p>d. Prepare for new member orientation</p> <ul style="list-style-type: none"> • Purpose is 1. Opportunity for everyone on PC to connect and 2. A chance to do orientation for new members. Last year, it was a lot of connection and not so heavy of an orientation. • 2 hours is a short window – do we want to invite new members to show up a half hour early? Brian – could be a good time for new members to ask questions. <p>Motion to have the new members show up to orientation a half hour before the rest of the members.</p> <p>Motion was made by Brian Kimball, seconded by Christy Nicholls</p> <p>In favor: all; Opposed: 0; Abstained: 0</p> <ul style="list-style-type: none"> • What is the training that everybody on PC would benefit from at this time? <ul style="list-style-type: none"> ○ Commitment level and what it means to be a member ○ Sphere of Influence • We will use the same slides that we used last year. <p>e. Update on Bylaws review</p> <ul style="list-style-type: none"> • Executive committee has been discussing taking governance off of MRM and adding to Executive Committee. • Goal is to have summary of changes after PSRA so you can review over break. We will review the suggested changes in August. • What you need to do – read and understand the bylaws. Please read or re-read the bylaws to prepare for this important work. Contact Lj if you're willing to help with the review.
Parking Lot	None.
Announcements	Julie – Save the date for April 29. Annual AFC Community Briefing at The Centers.
Adjournment	<p>Meeting adjourned by Billy Gayheart at 4:56 pm.</p> <p>Motion was made by Christy Nicholls, seconded by Naimah O'Neal</p> <p>All in Favor.</p> <p><i>Motion passes.</i></p>