

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, August 20, 2025
4:00 – 5:00 PM

MRM Planning Council Members			Planning Council Members	Community Attendees	Guest Speakers
1. Billy Gayheart, Chair		P	Lorsonja Moore	Michelle Jackson Rollins	
2. Kimberlin Dennis		P	Xiomara Merced	Terrell Reeves	
3. Christy Nicholls		P	LeAnder Lovett	Cielle Brady*	Recipient Staff
4. Brian Kimball		A		Tony Elmore*	Lisa-Jean Sylvia
5. Naimah O’Neal		A			Brittanie Evans
6. Faith Ross		A			Danielle LeGallee
7. Deairius Houston		P			Zach Levar
Total of 15 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 4:05 pm.				
Moment of Silence					
Quorum Determination	5 of 7 MRM committee members present - quorum of 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.				
	Conflicted: Cielle Brady – UH; Lorsonja Moore – DSAS; Xiomara Merced – Metro; Deairius Houston – UH				
Approval of Agenda	MRM Committee reviewed and approved the agenda for August 20, 2025. Motion made by Christy Nicholls, seconded by Kimberlin Dennis In Favor: all; Opposed: 0				
Approval of Minutes	MRM Committee reviewed and approved the minutes from May 21, 2025. Motion made by Christy Nicholls, Seconded by Kimberlin Dennis In Favor: all; Opposed: 0; Abstained: Deairius Houston, Xiomara Merced				
Committee Business	a. Review Reflectiveness - Lj - As a Planning Council, one of the requirements is that the membership has to reflect the PLWH in the TGA. There are mandatory seats, as well as a requirement of 33% of members be unaligned consumers (PLWH who use Ryan White services who are not conflicted). - Currently: 21 members and 33% unaligned consumers. - With all new applicants: 28 members and 39% unaligned consumers. If David does not continue with his application, we will be at 27 members and 37% unaligned consumers. - Mandated seats: Part C representative, Mental Health & Addiction needs to be replaced, Social Service Provider – Housing and Homeless Services could be improved				

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	b. Vote on New Applicants • Lisa C. Navracruz, MD, FAAFP, AAHIVS – affiliated (Neighborhood Family Practice) - new applicant ○ Motion to approve Lisa Navracruz for formal appointment to serve on Planning Council, by the Cuyahoga County Executive. ○ Motion made by Christy Nicholls, Seconded by Kimberlin Dennis ○ In favor: 7; Opposed: 0; Abstained: 0 • Antonio Elmore – non-affiliated - new applicant ○ Motion to approve Tony Elmore for formal appointment to serve on Planning Council, by the Cuyahoga County Executive. ○ Motion made by Kimberlin Dennis, Seconded by Christy Nicholls ○ In favor: 7; Opposed: 0; Abstained: 0 c. Takeaways from the Work Group on Youth Engagement • This workgroup started in this committee but has now become its own entity called the Next Gen Collective. The goal is to bring young people to the table and keep them at the table. • Billy – They’ve done a great job. • Cielle – Organization mission: NXTGEN Collective is a youth-led organization dedicated to empowering individuals under 35 to advance HIV advocacy and improve health justice for issues affecting young adults. ○ Ideas include a career pipeline, a youth retreat, and work with Act Up directly. ○ To get involved, contact Cielle Brady at cielle.brady@gmail.com or complete the linkage form: https://forms.office.com/r/MVvxEtaU8i
Parking Lot	None
Announcements	Christy – Community forum on 9/8 at 5pm to get information about Medicaid and SNAP changes
Adjournment	Meeting adjourned by Billy Gayheart at 4:49 pm.
Reminder: Check your Email or the Website for Minutes and Agendas Visit the Ryan White HIV/AIDS Homepage at: www.ccbh.net/ryan-white Next Meeting: September 17, 2025 4:00 to 5:00 pm	