

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, May 21, 2025
4:00 – 5:00 PM

MRM Planning Council Members			Planning Council Members	Community Attendees	Guest Speakers
1. Billy Gayheart, Chair		P	Lorsonja Moore	Jeannie CK	
2. Kimberlin Dennis		P	Julie Patterson	Cielle B*	
3. Christy Nicholls		P			Recipient Staff
4. Brian Kimball		A			Lisa-Jean Sylvia
5. Naimah O’Neal		P			Brittanie Evans
6. Faith Ross		P			Monica Baker
7. Deairius Houston		A			
Total of 12 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 4:07 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. <i>Conflicted: Naimah O’Neal – The Centers, Lorsonja Moore – DSAS, Cielle B. - UH</i>				
Approval of Agenda	MRM Committee reviewed and approved the agenda for May 21, 2025. Motion made by Christy Nicholls, seconded by Julie Patterson In Favor: all ; Opposed: 0				
Approval of Minutes	MRM Committee reviewed and approved the minutes from April 16, 2025. Motion made by Julie Patterson, Seconded by Christy Nicholls In Favor: all; Opposed: 0; Abstained: none				
Committee Business	a. Review Reflectiveness - Currently at 21 members: 33% unaligned consumers - Part C representative is a continued vacant seat - Mental Health & Addiction seat needs to be replaced - Social Service Provider – Housing and Homeless Services seat could be improved - Under-represented categories: White, Male, and People under 50 (20 – 29; 30 – 39; 40 – 49) - Meeting requirements can be a challenging jigsaw puzzle. Components are always shifting as people leave PC. - We are making progress in some categories: Hispanic, 30 – 39 years old, 4 new applicants are male.				

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- Increasing the percentage of unaffiliated consumers must remain a priority. In order to increase the percentage, we need to increase the number of unaffiliated consumers and try not to increase the number of affiliated members.

b. Vote on Renewal and New Member Applicants

- James Stevenson – affiliated - renewal applicant
 - Motion to recommend the above candidate for formal appointment to serve on Planning Council
 - Motion made by Christy Nicholls, Seconded by Naimah O’Neal
 - In favor: 7; Opposed: 0
- Clifford Barnett – unaffiliated consumer – new applicant
 - Motion to recommend the above candidate for formal appointment to serve on Planning Council
 - Motion made by Naimah O’Neal, Seconded by Julie Patterson
 - In favor: 7; Opposed: 0
- David Johnson – unaffiliated consumer – new applicant
 - Motion to recommend the above candidate for formal appointment to serve on Planning Council
 - Motion made by Christy Nicholls, Seconded by Naimah O’Neal
 - In favor: 7; Opposed: 0
- Chris Krueger – affiliated – new applicant
 - Motion to recommend the above candidate to serve as a non-member volunteer, not a full member at this time.
 - Motion made by Christy Nicholls, Seconded by Naimah O’Neal
 - In favor: 7; Opposed: 0
 - Motion amended: Recommend the above candidate to serve as a non-member volunteer, not a full member, at this time; however, should an opening become available within 1 year he can be recommended for membership to County Council without reapplication.
 - Motion made by Christy Nicholls, seconded by Naimah O’Neal
 - In favor: 7; Opposed: 0
- Thomas Moyel, Jr – unaffiliated consumer – new applicant
 - Motion to recommend the above candidate for formal appointment to serve on Planning Council
 - Motion made by Christy Nicholls, Seconded by Faith Ross
 - In favor: 7; Opposed: 0
- Ramira Weeks – unaffiliated consumer – new applicant
 - Motion to recommend the above candidate for formal appointment to serve on Planning Council
 - Motion made by Christy Nicholls, Seconded by Faith Ross
 - In favor: 7; Opposed: 0
- Motion to recommend Cielle Brady as a full Planning Council member.
 - Motion made by Christy Nicholls, Seconded by Naimah O’Neal
 - In favor: 7; Opposed: 0

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	• Motion to recommend Talib Mahdi as a full Planning Council member. ○ Motion made by Christy Nicholls, Seconded by Julie Patterson ○ In favor: 7; Opposed: 0 • Motion to accept Clifford, David, Thomas, and Ramira to serve as non-member volunteers until County Council approves membership. ○ Motion made by Naimah O’Neal; seconded by Christy Nicholls ○ In favor: 7; Opposed: 0
Parking Lot	None
Announcements	
Adjournment	Meeting adjourned by Billy Gayheart at 4:59 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 <i>*PSRA is on June 18th from 12 – 4 PM. No meetings in July.*</i> Next Meeting: August 20, 2025 4:00 to 5:00 pm	