



**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 21, 2026**  
**4:00 – 5:00 PM**

MRM Planning Council Members		Planning Council Members	Community Attendees	Guest Speakers
1. <b>Billy Gayheart, Chair</b>	<b>P</b>	LeAnder Lovett	Kenyetta Cloud	
2. Kimberlin Dennis	<b>P</b>	Cielle Brady*	Katrina Fullen	<b>Recipient Staff</b>
3. Christy Nicholls	<b>P</b>	Tony Elmore*	Andrea Oliver	Lisa-Jean Sylvia
4. Brian Kimball	<b>P</b>	Lorsonja Moore	Michelle Jackson Rollins	Brittanie Evans
5. Naimah O’Neal	<b>A</b>	Stephanice Washington		Anastassia Idov
6. Faith Ross	<b>A</b>			Zach Levar
7. Deairius Houston	<b>P</b>			Danielle LeGallee
<b>Total of 19 in attendance.</b>	<b>P = Present   A = Absent   O(Other) = Phone * Non-member Volunteer or Pending PC Member</b>			
<b>Call to Order</b>	<b>Chair, Billy Gayheart, called the meeting to order at 4:05 pm.</b>			
<b>Moment of Silence</b>				
<b>Quorum Determination</b>	5 of 7 MRM committee members present - quorum of 5 needed.			
<b>Welcome, Introductions &amp; Conflicts of Interest</b>	All members, attendees, and guests welcomed, and asked to state names, affiliations, and conflicts of interest in the chat. <i>Conflicted: Lorsonja Moore – DSAS; Deairius Houston – UH; Cielle Brady - UH</i>			
<b>Approval of Agenda</b>	<b>MRM Committee reviewed the agenda for January 21, 2026.</b> Motion made by Christy Nicholls, seconded by Deairius Houston In favor: all; Opposed: none; Abstained: none.			
<b>Approval of Minutes</b>	<b>MRM Committee reviewed the minutes for November 19, 2025.</b> Motion made by Christy Nicholls, seconded by Deairius Houston In favor: all; Opposed: none; Abstained: Brian Kimball, Cielle Brady, Tony Elmore, Lorsonja Moore, Stephanice Washington			
<b>Committee Business</b>	<b>New Business</b> <b>a. Vote to approve 2026 Work Plan</b> <ul style="list-style-type: none"> <li>• 1. Monitor Attendance status to ensure compliance and maximum participation</li> <li>• 2. Monitor reflectiveness to ensure compliance with HRSA Requirements</li> <li>• 3. Implement an annual open enrollment process for both renewal applications and new applicants in accordance with HRSA guidelines, legislative requirements and current by-laws</li> <li>• 4. Reboot the mentorship program to support applicants and new members</li> </ul>			

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- 5. Explore options for increasing engagement by young people and Latino individuals, especially those living with HIV
- 6. With the Executive committee, support the completion of items in the Corrective Action Plan that pertain to the MRM Committee
- 7. Develop program initiative to strengthen new member capacity and understanding of Ryan White legislative responsibilities; and oversee compliance with PC training requirements
- 8. Create and monitor a committee work plan

**Motion to approve the MRM work plan for 2026 as written.**

Motion made by Kimberlin Dennis, seconded by LeAnder Lovett  
In favor: all; Opposed: none; Abstained: none

**b. Identify Recruitment goals for 2026**

- Lj – Pending applicants are going before the County in February.
- Recommend 3 specific goals: 1. Add 5 new members who are unaligned consumers. Ideally, these will be people who are under 50 years old, and people who are Hispanic or white. 2. Recruit a Mental Health Provider. 3. Recruit a Social Service Provider who works in housing or services for people who are unhoused.
- Unaligned consumers: the requirement is 33%. As of February, we will have 19% unaligned consumers. 2 additional unaligned consumers will reach their term limit in October of 2026. 2 unaligned consumers are in the process of joining. We have reached out to previous members who are eligible to return.
- Mandated Seats: Recently filled the Part C seat
- Term Limits: In October 2026, 5 members will be at the end of their current term. 3 of these individuals are co-chairs. It is essential that we identify new co-chairs so there is continuity in leadership. With these changes, % unaligned consumers will be impacted.
- Recruitment Strategies: creating updated marketing materials; work with Case Managers to promote PC activities; create an open house or in-person event to promote RW Services and PC participation; Speaker Tour – visit support groups to promote RW services and PC participation

**Motion to approve the 2026 recruitment goals as written.**

Motion made by Kimberlin Dennis, seconded by Christy Nicholls  
In favor: all; Opposed: none; Abstained: none

**c. Purpose & Intention for 2026 In-person Training**

- Billy – I put in a budget proposal for quarterly in-person trainings for FY2027. For this year, an idea for the training is on the topic of system of care.
- Cielle – maybe there could be a goal for established PC members to attend a different TGA PC meeting, or a sip and chat or something to break the monotony for the people who have been on PC for a long time.
- Include a social component



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	<p><b>Standing Business</b></p> <p><b>a. Improvement Plan Update</b></p> <ul style="list-style-type: none"> <li>Lj – We’ve made a huge amount of progress. Christy, Kimberlin, and Brian are going to get their appointments corrected by going before County Council on February 3<sup>rd</sup>. We have also filled the Part C representative mandated seat. James Stevenson qualifies to fill the substance use provider seat. Please come to the full PC meeting today at 5:30 to vote on the by-laws.</li> </ul> <p><b>b. NxtGen Collective Update</b></p> <ul style="list-style-type: none"> <li>Cielle – Starting off with World AIDS Day at Case we were able to do a full week of action in December. We Think 4 A Change will be our fiscal sponsors and we are going to learn from them.</li> </ul> <p><b>c. Recruitment: Who do you know that you would like to see on Planning Council?</b></p>
<b>Parking Lot</b>	None
<b>Announcements</b>	Billy – Please come to full PC at 5:30 today because we have very important voting.
<b>Adjournment</b>	<b>Meeting adjourned by Billy Gayheart at 5:00 pm.</b>
<p><b>Reminder: Check your Email or the Website for Minutes and Agendas</b>  <b>Visit the Ryan White HIV/AIDS Homepage at: <a href="http://www.ccbh.net/ryan-white">www.ccbh.net/ryan-white</a></b>  <b>Next Meeting: February 18, 2026 4:00 to 5:00 pm</b></p>	