



**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 19, 2025**  
**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	Tony Elmore*	
2. Kimberlin Dennis	<b>P</b>			<b>Recipient Staff</b>
3. Christy Nicholls	<b>P</b>			Elly Falter
4. Brian Kimball	<b>A</b>			Lisa-Jean Sylvia
5. Naimah O’Neal	<b>P</b>			Brittanie Evans
6. Faith Ross	<b>A</b>			Anastassia Idov
7. Deairius Houston	<b>P</b>			Zach Levar
<b>Total of 12 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 4:04 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. <hr/> <i>Conflicted: Deairius Houston – UH, Naimah O’Neal – The Centers</i>			
<b>Approval of Agenda</b>	<b>MRM Committee reviewed the agenda for November 19, 2025.</b> Motion made by Naimah O’Neal, seconded by Christy Nicholls No discussion or objection, motion passes without objection.			
<b>Approval of Minutes</b>	<b>MRM Committee reviewed the minutes for October 15, 2025.</b> Motion to approve the minutes with the change on the screen made by LeAnder Lovett, seconded by Deairius Houston In favor: all; Opposed: none; Abstained: Naimah O’Neal, Christy Nicholls			
<b>Committee Business</b>	<b>a. Vote on Attendance Compliance</b> <ul style="list-style-type: none"> <li>• Billy – we recently voted on Biffy because she was out of compliance with attendance. We also had Stephanice who we decided to wait until the leave of absence policy was approved.</li> <li>• Lj – the leave of absence policy was approved. However, in the policy it says that if a member was absent before the policy was approved, you have to include that in the leave of absence. She also hasn’t been able to attend since she started her new job in October.</li> <li>• Billy – Unfortunately, our next step is to vote her out.</li> <li>• Lj – We would start the process by sending her a letter. Then she would have 30 days to respond. The vote today would be to start that process.</li> </ul>			



**Cuyahoga Regional HIV Prevention and Care Planning Council**  
*Ashtabula, Cuyahoga, Geauga, Lake, Lorain and Medina Counties*  
**Billy Gayheart, Jr., Chair**

	<p><b>Motion to start the membership removal process with Stephanice.</b>          Motion made by Naimah O’Neal, seconded by Christy Nicholls          In favor: all; Opposed: 0; Abstained: None</p> <p><b>b. Recruitment</b></p> <p><b>i. Vote on New Applicants</b></p> <p>Lj - We currently have 19 members including Stephanice. If we get rid of Biffy and Stephanice, then we will have 16 members and 19% reflectiveness. If we add all pending applicants plus Kenyetta and Michelle, we will be at 28% reflectiveness.          Billy – We explained reflectiveness to Michelle during the interview. She understood and would be willing to do what is necessary. It is a possibility that she could be a non-member volunteer.          Billy – my recommendation is to approve Kenyetta as an appointed member and ask Michelle to join as a non-member volunteer.</p> <p><b>Motion to recommend Kenyetta Cloud to the Cuyahoga County Executive for formal appointment to serve on Planning Council; and approval to serve as a committee member while she awaits formal appointment.</b>          Made by Christy Nicholls, seconded by Naimah O’Neal          Yes: 6; No: 0; Abstained: 0</p> <p><b>Motion to recommend Michelle Jackson Rollins to serve as a committee member.</b>          Made by Christy Nicholls, seconded by Naimah O’Neal          Yes: 6; No: 0; Abstained: 0</p> <p><b>ii. Updates</b>          Two new people have been attending meetings and are interested in continuing to attend. Keep up the good work.</p> <p><b>c. Committee Work Plan</b></p> <p><b>i. What worked this year in the MRM Committee?</b></p> <ul style="list-style-type: none"> <li>• Billy – I’m relieved to get governance off this committee. MRM was not only the membership committee, it was the governance committee. I met with the executives and agreed it would be placed with Executive committee.</li> <li>• Lj – NXTGEN was a huge win! You finally had your youth engagement work group. You said this is important and you pushed to do it.</li> <li>• Billy – My next goal is to address the mentorship program.</li> </ul> <p><b>ii. What, if anything, do we want to change next year?</b></p> <ul style="list-style-type: none"> <li>• Naimah – I don’t know if there’s anything that needs to be changed.</li> <li>• Lj – do we want to keep doing open enrollment / ongoing membership applications? Billy – we will have to look into that further.</li> <li>• Lj – consider doing a quick survey to collect feedback about what training people want</li> </ul>
--	---

**Cuyahoga Regional HIV Prevention and Care Planning Council**  
*Ashtabula, Cuyahoga, Geauga, Lake, Lorain and Medina Counties*  
**Billy Gayheart, Jr., Chair**



<b>Parking Lot</b>	None
<b>Announcements</b>	Billy – Celebration of Life for Clinton is this Saturday at 11:00.
<b>Adjournment</b>	<b>Meeting adjourned by Billy Gayheart at 4:54 pm.</b>
<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: , 2025 4:00 to 5:00 pm</b>	