



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, October 15, 2025
4:00 – 5:00 PM

MRM Planning Council Members		Planning Council Members	Community Attendees	Guest Speakers
1. Billy Gayheart, Chair	P	LeAnder Lovett	Toni Mallory	
2. Kimberlin Dennis	P		Natalia Rodas	
3. Christy Nicholls	A		Kim Rodas	Recipient Staff
4. Brian Kimball	P			Lisa-Jean Sylvia
5. Naimah O’Neal	A			Brittanie Evans
6. Faith Ross	A			Anastassia Idov
7. Deairius Houston	P			Zach Levar
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 4:14 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. <hr/> <i>Conflicted: Natalia Rodas – NLURC; Kim Rodas – NLURC; Deairius Houston - UH</i>			
Approval of Agenda	MRM Committee reviewed the agenda for October 16, 2025. Motion made by Kimberlin Dennis, seconded by Brian Kimball No discussion or objection, motion passes without objection.			
Approval of Minutes	MRM Committee reviewed the agenda for September 17, 2025. Motion made by Brian Kimball, seconded by Deairius Houston In favor: all; Opposed: none; Abstained: Kimberlin Dennis, LeAnder Lovett			
Committee Business	a. Reflectiveness Term Limit Compliance Update <ul style="list-style-type: none"> • Unaligned consumers goal is 33% • Due to a status change, we currently have 21 members and 29% unaligned consumers • Executive committee has recommended that 2 members roll off to correctly enforce term limits. This will be voted on at full planning council. This will bring us to 19 members and 26% unaligned consumers. • Two members are out of compliance due to attendance. Both are unaligned consumers. If both members are removed, this will bring us to 17 members and 18% unaligned consumers. If one member is removed, this will bring us to 18 members and 22% unaligned consumers. 			



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- We currently have 6 applicants pending approval by County Council. This will improve the % unaligned consumers. There are also two new applicants pending review, which could improve % unaligned consumers.
- Any ideas about how we can get more unaligned consumers? Billy – it’s a lot of work. Lj – one idea that we haven’t followed up on yet is to circle back to Tina, who was previously a PC member who is now eligible to come back. No other members are yet able to come back.
- Billy – what’s holding people back from coming to Planning Council? Especially the unaligned consumers. How do we bring these people to the table?
- Lj – Create easy on ramps and easy ways for people to engage and participate before fully joining planning council. We are seeing that people will apply but not stick around.
- Kim Rodas – allowing people to decide whether or not to self-disclose is important.
- Billy – we need to go back to in-person meetings to that we can provide food and gas cards. Kim Rodas – I agree. Deairius – is there a way to do a hybrid option? We may lose some people if we go back to only in-person. Zach – we did try hybrid meetings shortly after Covid, but it was difficult. I’m sure now we could find spaces with the capability to host hybrid meetings.
- Lj – we’re working toward getting a CLC presentation schedule for the year in advance, which may be good meetings to have in person. We’ve talked about doing a PSRA training in person.

b. Attendance Report & Vote on Attendance Compliance

- Brittanie Evans presented the attendance report: The report on the screen is showing the year-to-date attendance from January through September, as well as last year’s attendance for all members. The goal is to reach 100% attendance, which is 40 points each month. Your Committee of Record and Full PC are both worth 20 points. Other committee meetings are worth 10 points.
- Most improved from last year to this year is Xiomara. Deairius and Sahara also had great improvement. Both Sahara and Xiomara were new members last year, which would explain low attendance in 2024.
- Chris Krueger is a Committee Member, so his monthly target is 20 points and his monthly expectation is only to attend his Committee of Record.
- Lj – the bylaws state that anyone with attendance below 50%, we will begin the process of removing them as members. Biffy and Stephanice have both fallen below that threshold.
- Billy – recommends that we vote Biffy out because we have made several attempts to contact her and they have failed. I believe she has chosen to no longer participate in Planning Council. I think we should wait until next month to have a conversation about Stephanice to find out about the Leave of Absence policy.

Motion to begin removal procedures for Biffy and revisit the vote about Stephanice until Full Planning Council votes on Leave of Absence.

Motion made by Kimberlin Dennis, seconded by Brian Kimball

In favor: 4; Objections: 0; Abstained: LeAnder

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	<p>c. Recruitment Update</p> <ul style="list-style-type: none"> We have 2 additional applications and we need to schedule interviews. In order to help with interviews, you need to be a full member of Planning Council.
Parking Lot	None
Announcements	<p>Kimberlin – my event this past Saturday had a great turnout and we got a lot of great information from the listening session.</p> <p>Lj – WT4AC is having a live webinar on 11/18 called The Real Tea</p>
Adjournment	Meeting adjourned by Billy Gayheart at 4:55 pm.
<p>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: November 19, 2025 4:00 to 5:00 pm</p>	