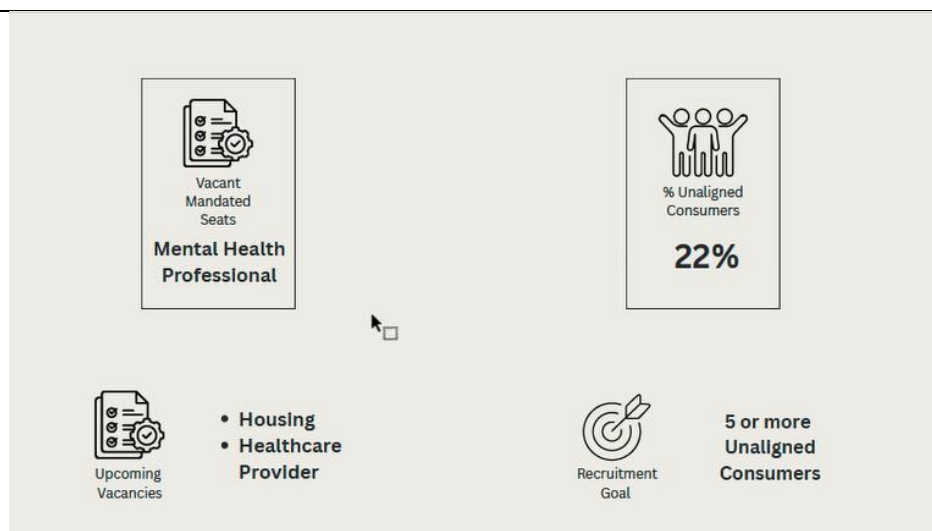


Cuyahoga Regional HIV Prevention and Care Planning Council
Ashtabula, Cuyahoga, Geauga, Lake, Lorain and Medina Counties
Billy Gayheart, Jr., Chair

Membership, Retention and Marketing (MRM) Minutes
Wednesday, April 15, 2026
4:00 – 5:00 PM

MRM Planning Council Members			Planning Council Members	Community Attendees	Guest Speakers
1. Billy Gayheart, Chair		P	Tony Elmore	Michelle Jackson Rollins	
2. Kimberlin Dennis		P	Kent Cicerchi		Recipient Staff
3. Christy Nicholls		P			Lisa-Jean Sylvia
4. Brian Kimball		P			Brittanie Evans
5. Naimah O’Neal		P			Anastassia Idov
6. Faith Ross		A			
7. Deairius Houston		A			
Total of 11 in attendance.		P = Present A = Absent O(Other) = Phone * Committee Volunteer or Pending PC Member			
Call to Order	Chair, Billy Gayheart, called the meeting to order at 4:02 pm.				
Moment of Silence					
Quorum Determination	5 of 7 MRM committee members present - quorum of 4 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: Naimah O’Neal – The Centers				
Approval of Agenda	MRM Committee reviewed the agenda for April 15, 2026. Motion made by Brian Kimball, seconded by Kimberlin Dennis Motion passes without objection.				
Approval of Minutes	MRM Committee reviewed the minutes for March 18, 2026. Motion made by Naimah O’Neal, seconded by Tony Elmore In favor: all; Opposed: none; Abstained: Christy Nicholls, Kent Cicerchi				
Committee Business	a. Open Nominations Update				
	• The 2 pending applications went through Executive committee and will be presented at Full Planning Council today.				
Committee Business	b. Recruitment Dashboard				
	• For part of the Corrective Action Plan, one of the findings is about recruitment. It is going to take us a long time to move through the recruitment goals. We wanted to create a way to show progress. This is a first draft of what it could look like.				

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- In March: 2 pending applicants, 4 recruitment conversations, 8 new contacts on the email list, 3 first time participants
- The idea is to share this information at Full Planning council every month and ask, “who will you invite?”
- Billy – I like it because it summarizes everything
- Brian – Will you have to manually update this, or is there some data behind it that helps you generate the numbers? Lj – I created a dashboard in Trello to help keep track as I go, but it’s manual.
- Christy – I think it’s very easy to read, it’s clear, and it gives the critical information.

c. April 29th Dinner & Game Night

i. Registration is full

- Should we open up registration but without the ability to provide food? What is the capacity of the room where the event will be held?
- How many people who registered might not show up? 15 people who registered are new to Planning Council and the only contact information we have is their email address.
- If we want to open the space up to more people, I can change the message to have them contact Lj directly instead of the message saying that it’s sold out.
- Naimah – I want to allow more people to come.

Motion to open the event registration up to the capacity of the room.

Motion made by Christy Nicholls, seconded by Tony Elmore

In favor: all; Opposed: 0; Abstained: 0

ii. Finalize roles & Logistics

- We currently only have 5 minutes set aside for a Welcome. Do we want to set aside more time?

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	• Ideally, we will have somebody at the Welcome table signing people in and a couple of people greeting people and mingling. • Closing and next steps will include how to get involved and forms for members. • MRM committee decided who would facilitate each activity: iii. Who are you going to invite to Planning Council Game Night? d. Mentorship Program • Lj – In another jurisdiction, the way they did it is that every new member was paired with an Executive Member. There was a specific curriculum for the new people to be trained on. All new members had to meet with their mentor a certain number of times and talk about specific topics. • Billy – Kent and Tony, would you like a mentorship program to exist? Tony – I think it would be a great idea. Kent – I don't know if I would or not in the very beginning. It would depend on the person. Maybe offer it to people but not require it. • Naimah – how about as needed? We don't want to assume that people don't understand anything, but we want to be there in case they need to ask for help. • Billy – What I'm hearing is that a mentorship program should exist but leave it up to the new member, with the option to choose a mentor later on down the road in your membership. • Brian – Maybe we should get the commitment from the mentors first. I like the idea of not having to ask for a mentor right away. • Naimah – maybe having a pool of mentors who are available to provide support to new members. • Billy – I think the missing puzzle piece is that there is no follow through with it. • Lj – Do we want to train mentors and give this a little bit of structure?
Parking Lot	None
Announcements	None
Adjournment	Meeting adjourned by Billy Gayheart at 5:00 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: May 20, 2026 4:00 - 5:00 pm	