

Cuyahoga Regional HIV Health Services Planning Council

Ashtabula, Cuyahoga, Geauga, Lake, Lorain and Medina Counties

Rev. Max Rodas, Chris Ritter - Co-Chairs



Membership, Retention and Marketing (MRM)

Wednesday, January 13, 2016

2:30 pm to 3:30 pm

St. Augustine Health/Ursuline Piazza Campus

7801 Detroit Avenue Cleveland, OH 44102

Start: 3:15 End: 4:45 Co-chair: Chris Ritter

Moment of Silence

Welcome and Introductions- skipped due to time constraints

Approval of Agenda, January 13, 2016

Motion: Kimberlin Dennis Seconded: Brenda Glass Favor: All Oppose: 0 Abstain: 0

Approval of the Minutes, November 4, 2015

Motion: Brenda Glass Seconded: Clinton Droster Favor: All Oppose: 0 Abstain: 0

New/Old Business

- a. Plan & Conduct Targeted Outreach/Membership Activities
 1. Target Lorain county for members
 2. Naimah O'Neal will reach out to Elaine Henderson for assistance in finding an individual from her organization to fill the vacancy available from her departure. Elaine fill the Part C legislative category. The group reviewed the Part C providers in Ohio for discussion. If needed the committee will ask grantee to request that the agency supply a candidate for PC membership.
 3. Targeted Outreach criteria to be included in the MRM outreach strategy:
 - a. Race/Ethnicity target – White (PC currently 26.92% White; TGA White HIV population is 35.22%); Hispanic (PC currently 3.85% Hispanic; TGA Hispanic HIV population is 8.80%).
 - b. Gender target – Male (PC currently 50% male; TGA Male HIV population is 77.92%)
 - c. Age Groups – Under age 39 (All PC members except 1 is <39; In the TGA HIV population 34.13% is 30-39; 30.77% is 20-29; 5.48% is <20 years old)
 - d. Exposure Category – MSM (PC currently 30.77% MSM; TGA HIV MSM population is 48.87%); Unknown (PC currently 7.69% HIV status unknown; 18.82% HIV positive individuals reported exposure category as UNKNOWN).

Possible contacts to support MRM Outreach effort & PC member assigned to contact them:

Cleveland Treatment Center – Lynn Collins 861-4246 – Brenda Glass

Recovery Resources – Stacey Soria – 431-4131- Bryan Jones

Kim Rodas – Chris Ritter

Jen McMillan Smith- Metro – Bryan Jones

Sr. Susan – Bryan Jones

UH – Isabell – Tina Marbury and Reneese – Naimah O'Neal

Free Clinic – Brenda Glass

ATF – Bob Candage – Max Rodas

****Chris requests that all MRM members reach out to a case manager / social worker for referrals. Please email Chris Ritter with updates.**

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- b. Review Targeted Outreach Plan – currently in development (*see prior section*)
- c. Review & Implement Planning Council Attendance Policy – the committee will implement the new Attendance policy once approved.
- d. Finalize Attendance Policy – Chris will coordinate a conference call to review and finalize the attendance policy.
- e. Review MRM Mar. 2015-Feb. 2016 PCAT for Compliance
 - 1. Will discuss at Feb. meeting
 - 2. Remove: #5 &6 from MRM work plan for 2016-2017 grant year
- f. Create MRM Work plan for Mar. 1, 2016 – Feb. 28, 2017

Next Steps

Announcements

Adjournment

Motion: Chris Ritter Seconded: Naimah O’Neal Favor: All Oppose: 0 Abstain: 0

	MRM Member	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan '16	Feb '16	# of Abs.
1	Max Rodas Co-chair 03/2014-03/2017					P								2
2	Chris Ritter Co-Chair 07/2015 - 07/2018					S								3
3	Brenda Glass 07/2015 - 07/2018					R								1
4	Kimberlin Dennis 08/2013-08/2016													0
5	Naimah O'Neal 03/2014-03/2017													0
6	Clinton Droster 07/2015 - 07/2018													0

Staff: Sharron Harris, Pam Ditlevson

Guest: Tina Marbury

Next Meeting: February 10, 2016 – 2:30-3:30pm, St. Augustine/Ursuline Piazza Campus

Visit the Ryan White HIV/AIDS Homepage at: www.ccbh.net/ryan-white