

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, October 14, 2015

2:30 pm to 3:30 pm

St. Augustine Health/Ursuline Piazza Campus
7801 Detroit Avenue ♦ Cleveland, OH 44102

Start: 2:35 **End:** 4:32 **Chair:** Chris Ritter

Moment of Silence

Welcome and Introductions

Approval of Agenda, October 14, 2015

Motion: Niamah O'Neal Seconded: Brenda Glass In Favor: 6 Oppose: 0 Abstain: 1

Approval of the Minutes, September 9, 2015

Motion: Naimah O'Neal Seconded: Clinton Droster In Favor: 5 Oppose: 0 Abstain: 2

New/Old Business

a. Discuss MRM Responsibilities/Timelines, HRSA Site Visit Report

i. Develop & Implement New Member Training Program (Committee suggested a full month notice in advance of the training would be fair to participants)

1. **Pre-requisite:** Entire MRM committee must take the NYC Planning Council online training (suggested by Jan), and develop questions to do a post-test on it. (this would be used as a self-paced guide), then the committee would recommend customized components for Cleveland. Committee recommended the training be a yearly review/refreshers. The committee will do an overview of what was learned from the training at meeting that follows and submit questions by the end of Oct. 2015, and release in January 2016 meeting. Work group is all of MRM committee.

ii. Develop & Implement a New Member Recruitment

1. To address PC reflectiveness, the membership needs the following subpopulations; 1). White, 2). Hispanic, 3). Age groups 20-29 yrs; 30-39 yrs, 4). MSM. Recruitment needs to reflect the TGA. Best to recruit 39 yrs and under. The committee agreed to work with specific Case Managers with clients among the target group and could be a connection made with the target groups. May have to write a script to keep all on the same page.
2. Sharron reminded the Committee that there are 8 members with terms expiring in Aug. 2016 (*Gwendolyn Bragg, Kimberlin Dennis, Susan DiCocco, Melissa Federman, Elaine Henderson, Bryan Jones; James Stevenson & Leshia Yarbrough-Franklin*). Sharron Harris will email the names to MRM, these members need to state their intent, are they re-applying or not.
3. Max Rodas reminded the committee, that when conducting outreach to recruit new members, they need to take into consideration language barriers or Limited English Proficiency (LEP), many Hispanics coming to the Cleveland area from Puerto Rico may be only Spanish speaking.

iii. Implement Open Nomination Process

1. What is the Open Nomination Period/window? The committee agreed on Mar 1st – May
2. Application will be submitted to the County Executive Office by the end of June annually.

Cuyahoga Regional HIV Health Services Planning Council

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

Rev. Max Rodas, Chris Ritter - Co-Chairs



3. Chris Ritter will contact county to hear of their timeline to make sure they work together.
 4. Sharron Harris will prepare the written open nomination policy, it will be added as an addendum to the Planning Council Bylaws.
- iv. Develop & Implement Routine Tracking & monitor Attendance
1. Chris Ritter suggests a point system – attendance needs to be at minimum 75%.
 2. Agreement with members to go back and rethink the attendance.
 3. Need flexibility and to please HRSA at same time.
 4. Think about full signature sign in sheet, not initials.
 5. Look at attendance in 2 ways: 1. Chairs should be on time, 2. Possibly pick a third person, 3. No more than 15 minutes late, if late you do not get reimbursed-gas card, also, leave early, 15 min. or more counts as absent.
- v. Institute & Committee of Record – was not addressed
- b. Plan & Conduct Targeted Outreach/Membership Activities *(see Section ii above)*
 - i. Identify & List components of Outreach Plan – *(see Section ii above)*
 - c. Create & Conduct New Member Orientation Training – *(see above, NYC online training)*
 - i. Decide & Announce date/timeline for New Member Orientation *(To be determined, following on-line training)*
 - d. Create & Implement a New Member Mentor Program – *item was not discussed*
 - i. Review Mentor Program Plan and implementation timeline
 - e. Review & Implement Planning Council Attendance Policy – *(Section iv above)*
 - i. Progress update on Attendance Policy

Next Steps

1. Create a work group – “Targeted Recruitment”, Max Rodas

Announcements - None

Adjournment

Motion: Brenda Glass Seconded: Kimberlin Dennis

In Favor: All Oppose: 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	Elaine Henderson 08/2013 - 08/2016					A								2
5	Kimberlin Dennis 08/2013-08/2016													0
6	Naimah O'Neal 03/2014-03/2017													0
7	Clinton Droster 07/2015 - 07/2018													0

Staff: Sharron Harris, Pam Ditlevson

Guest: None

Cuyahoga Regional HIV Health Services Planning Council

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

Rev. Max Rodas, Chris Ritter - Co-Chairs



Next Meeting: November 4, 2015 – 2:30-3:30pm, St. Augustine/Ursuline Piazza Campus
Visit the Ryan White HIV/AIDS Homepage at: www.ccbh.net/ryan-white