

Cuyahoga Regional HIV / AIDS Health Services Planning Council

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

Chris Ritter, Brenda Glass – Co Chairs



Membership, Retention and Marketing (MRM)

Minutes

Wednesday, August 10, 2016

2:30 pm to 3:30 pm

St. Augustine Health/Ursuline Piazza Campus

7801 Detroit Avenue, Cleveland OH 44102

Start: 2:41 End: 4:15 Co-chair: Brenda Glass

Moment of Silence

Welcome and Introductions

Skipped

Approval of Agenda, August 10, 2016

- MRM Co-chairs requested to add a special enrollment period to the agenda for discussion.

Motion: by Naimah O'Neal, to approve the agenda with the addition of a discussion to hold an open enrollment period **Seconded: Kimberlin Dennis**

Vote: In Favor: All Oppose: 0 Abstain: 0

Approval of the Minutes, June 8, 2016

Motion: Naimah O'Neal **Seconded: Kimberlin Dennis**

Vote: In Favor: All Oppose: 0 Abstain: 0

New/Old Business

- a. Conduct Bi-annual analysis of PC membership for Federal Reflectiveness Mandate – Sharron reminded the staff that she would provide a copy of the membership profile and HIV epidemic update for committee input at the September meeting.

Voted to add to agenda

*** Adding a Special open enrollment period to the calendar

- Start now, close in January
- Map out the need for reflectiveness
- When to close (vetting process can be time consuming)

- b. Progress Report on Comprehensive Planning Council Training Program in accordance with HRSA CAP.

- i. *Plan New Member Orientation Training* – Suggested to forego the October MRM meeting and hold orientation in its place.
- ii. New members need to take the online course prior to the training in October
- iii. The Committee will begin implementation of the Mentorship program. It can help the new member through the training. The committee members agreed to present plans to implement the Mentorship Program at Executive meeting to

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solicit volunteers to mentor new members or appoint more senior members and match-them-up to new members to Mentors.

- iv. The committee also agreed to add an Ambassador program to give attention to guest and welcome and assist them through the meeting. Naimah O'Neal agreed to write up the duties of the ambassador. The Ambassador program will be introduced at the Executive meeting August 17, 2016

c. Monitor and enforce Planning Council Attendance

- i. The committee discussed applying a point system and how to track attendance using an excel formula.
 - i. It was agreed that PSRA should hold a high point value – if you do not attend the data presentation, you should not be able to vote on the second date of allocations.
 - ii. The committee agreed to add this as an addendum to the bylaws
 - iii. The Committee also agreed that special trainings need to have point values prior to setting the meetings:

Points will be assigned for the following activities:

Planning Council	Special trainings
Executive	Scheduled trainings
Community Liaison Committee	Special Initiative
Strategy & Finance	a. Work groups
Membership, Retention & Marketing	b. Bonus
Quality Improvement	PSRA

d. Monitor Committee work plan for compliance – unable to discuss due to time limit.

e. Implement PC Mentor Program (*see New business above*).

Parking Lot

Item D on the agenda was placed in parking lot due to time.

Next Steps

None

Announcements

None

Adjournment

Motion: Naimah O'Neal Seconded: Chris Ritter

Vote: In Favor: All (unanimous)

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	MRM Committee															
	2:30 - 3:30pm															
	Quorum = 4	2016/17														
	MRM Member	Term	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	# of Abs.	
1	Chris Ritter Co-chair	7/15 - 7/18	Y	Y	Y	N	P	Y							1	
2	Brenda Glass Co-chair	7/15 - 7/18	Y	Y	Y	Y	S	Y							0	
3	Kimberlin Dennis	8/13 - 8/16	Y	Y	Y	Y	R	Y							0	
4	Naimah O'Neal	3/14 - 3/17	Y	N	Y	Y	A	Y							1	
5	Clinton Droster	7/15 - 7/18	Y	Y	Y	Y		Y							0	
6	Max Rodas	3/14 - 3/17	*	*	*	*		Y							0	
	as of 8/10/16		6	4	5	4		6								

Staff: Sharron Harris, Pam Ditlevson

Guest: Jason McMinn