

Cuyahoga Regional HIV 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, April 11, 2018

2:30 pm to 3:30 pm

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

Start: 2:55 End: 4:05 Co-chair: Naimah O'Neal

Moment of Silence

Welcome and Introductions

Approval of Agenda, April 11, 2018

Motion: Robert Watkins Seconded: Jason McMinn

In Favor: All Oppose: 0 Abstain: 0

Approval of the Minutes, March 14, 2018

Motion: Jason McMinn Seconded: Robert Watkins

In Favor: All Oppose: 0 Abstain: 0

New/Old Business

- a. Review/Revise Standard Operating Procedure for Attendance Management – this item was tabled until next month.
- b. Review Planning Council Attendance for compliance – Attendance status handouts were provided to committee attendees, but tabled until next month when the co-chair will be back.
- c. Update the 2018-2019 Planning Council Training Program – Tabled
- d. Finalize the new member recruitment strategy
 - i. Review Draft recruitment Plan – the committee reviewed current reflectiveness & identified target recruitment categories. The targets for the current recruitment are:
 - a. White, non-Hispanic HIV+ males (between age ranges 20-49 or 65 & above)
 - b. Hispanic HIV+ males (between age ranges 20-49, or 65 or above)
 - ii. Identify & assign recruitment targets - Sharron projected and reviewed the new applicants that are in hand. She will email members who are expiring. Sharron will reach out to all applicants and Chris Ritter will reach out to Charmaine Curry. Clinton, Jason and Naimah spoke at the provider meeting asking the providers to recommend clients for Planning Council. Addition suggestions for re-appointments were:
 - a. Revise the PC application form to add **Age** to the application form.
 - b. It was suggested that a new PC member form needs to be created for re-appointments. Sharron Harris projected the questions proposed to current Planning Council Members that terms are expiring. It was suggested that Members who plan to re-apply should answer the additional questions. The committee discussed the questions and agreed they should go to members along with an application to re-apply. She will email to members for review, and Jason will work with her on the questions. Members should email any comments to Sharron by the end of next week. (modify the questions to shift the 1-5 check boxes above the questions, and the move attendance questions to the top.)

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- e. Monitor PC Mentor program - Tabled
- f. Develop and Monitor ongoing member outreach to interested candidates
Members need to reach out to new applicants and invite them to meetings prior to their interview.
- g. Monitor Committee Work Plan for compliance - Tabled

Next Steps - None

Announcements - None

Adjournment

Motion: Clinton Droster Seconded: Kimberlin Dennis

MRM
2:30 - 3:30pm
Quorum = 2 2018/19

	MRM Members	Mar	Apr
1	Chris Ritter Co-chair	20	20
2	Brenda Glass Co-chair	20	0
3	Kimberlin Dennis	20	20
	Total in Attendance	3	2

Staff: Sharron Harris, Pam Ditlevson

Guest: Clinton Droster, Jason McMinn, Naimah O'Neal, Robert Watkins