



Ashtabula, Cuyahoga, Geauga, Lake, Lorain and Medina Counties
Chris Ritter, Brenda Glass - Co-Chairs

Membership, Retention and Marketing (MRM) Committee Meeting Minutes Wednesday, August 5, 2020 2:30 pm to 3:30 pm

Start: 2:41 pm End: 3:56 pm Facilitating Co-chair: C. Ritter

Moment of Silence

Welcome and Introductions

Approval of Agenda: August 5, 2020

C. Ritter – Requests motion to update the Bylaws and invite the grantee to discuss requirements for Prevention to see what adjustments are needed for the Bylaws, removing Item D, Bylaws Update and moving Item 6 Parking Lot, up to Item 5

Motion: C. Barnett Seconded: C. Droster In favor: All Opposed: 0 Abstained: 0

Motion carries.

Approval of Minutes for March 4, 2020

Motion: C. Droster Seconded: C. Barnett

VOTE: In Favor: 10 Opposed: 0 Abstained: 3

New/Old Business

Review Committee Work Plan for Compliance

- 1. <u>Review and Approve Work Plan for Open Nomination Process</u> Suspended due to COVID. The committee agreed to suspend this effort and start-up in January for the new schedule but will continue to recruit applicants to apply.
- Monitor and Report Attendance Okay with counting those attending meetings in light of COVID. Will report to Exec committee that during COVID, to date, all meetings have been well attended, even as other jurisdictions suspended monitoring due to COVID & struggled through PSRA.
- 3. Committee Reports better than expected due to COVID.
- 4. Conduct bi-annual Reflectiveness analysis completed.
- 5. <u>Develop Comprehensive Training Program</u> Co-Chair Preparedness Program, will prepare people for co-chair role and other training, so people know what's involved when assuming roles. The committee will also ask CLC Chair, N. O'Neal to assist with the training.
 - *Comment: All agreed training for co-chairs is a good idea to move forward.
- 6. Conduct Open Nomination Suspended due to COVID, restart in Jan. 2021.
- 7. <u>Evaluate Mentor Program</u> This is unclear and in limbo, due to COVID. This seems to be a good way for new members to get acquainted. It would be good to see how/if relationships really form, help members remember the





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main focus is on the planning council, and find out what the trainees are getting out of the mentoring. The facilitator will resurrect the mentor teams and send that information, along with a questionnaire to get committee feedback. Ongoing.

- *Question: What is going on with new appointments?
- *Response: The grantee commented that reminders were sent to the main county offices. They responded that it was highest priority and they are currently moving through the process. COVID threw everything off, now they are trying to get back on track.
- 8. <u>Develop & Monitor Ongoing Outreach</u>- ongoing.
- 9. Review Compliance Committee Work Plan completed for the last quarter.
- 10. <u>Quarterly Progress Report for Compliance with Committee Work Plan</u> thrown off due to COVID, ongoing.
- 11. Monitor Reporting Legislative Updates The committee will need to update bylaws to accommodate Prevention partnerships. They will ask the grantee to give an overview of legislative requirements on how prevention funds can be used that may be unique to Prevention in the bylaws.
 - *Question: What is needed for Prevention?
 - *Response: All the data given to PC is the data used to decide funding of HIV work. It can be divided up, but the goal for the planning body is to look at prevention diagnoses referring back to the epidemiology profile. It is up to the planning council to decide how to work through this. The committee should just to look at things the same, the same target population, and see if they are going in the same direction. The committee will revisit the Bylaws and look at Prevention objectives. More discussion can be done on how to coordinate these efforts, perhaps it could be a Prevention committee like Quality Improvement, with PC and RAG members as part of the committee, but who would be non-voting PC members providing technical expertise and knowledge.
- 12. <u>Develop 2021 Committee Work Plan Scheduled to be done in Nov.</u>

Attendance Monitoring Quarterly Report

Discussed.

Attendance Reminder Letters

Committee agreed to suspend the distribution of attendance reminder letter for now, and only send letters to those in slight risk and encourage them to continue on. J. McMinn suggested sample wording for the letter saying, "We hope all is well, and that you made it through COVID, and we hope you have capability of joining us." There was also a suggestion to move/increase meeting dates, so as not to wear everyone out for one day. Most expressed meetings remain as they are, because the virtual meetings seem better, the meetings are done faster, getting



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through the material is quicker, all in one day. To change or add more meetings, would mean missing meetings, particularly for those who have huge, overloaded schedules to maintain.

PC Reflectiveness

The Committee reviewed the Cleveland TGA reflectiveness. This examines the Cleveland TGA population of individuals with HIV vs. the make-up of the PC. The representation of consumers on the PC must be at least 33%. The PC reflectiveness was in good shape, with 57% of members unaffiliated consumers.

The Committee agreed it needs more members from the Latinx/Hispanic population and should recruit with idea of what you want to get from PC and what can you provide.

The past recruitment cycle, a younger population of members joined; but still struggling with the 20's age group population.

PC 2020 Training Plan

<u>Establish PC Members Wellness Check-in Policy to cope with COVID</u> <u>isolation concerns</u> – discussions will be ongoing to create this policy.

Progress Update & Next Steps for 2020 Open Nomination Process

There was agreement to suspend the 2020 Open nomination process, but to still encourage/recruit new members to join. The PC is not in trouble with percentages, we just need to fill the Ryan White Part B slot from ODH, and the Ryan White Part D slot. Currently, only two organizations in the Cleveland TGA get that Part C & D funding. Dr. Gripshover fills the slot for Part C, however, no member can be represented in multiple slots.

*Question: When will we know if ODH will provide someone for the Part B slots? *Response: The grantee usually informs the PC how is someone is named. The committee will follow-up in 30 days to ask, if the Grantee is not informed.

In January, the committee will commence interviewing and finalizing scoring. Applications have been submitted for three individuals (1- e-appointment, 1-former member re-applying, 1-new applicant). There was also a reminder for one member's pending 2021 expiration. Additionally, K. Brickman and K. Rodas have also applied as non-PC members.

It was also mentioned to consider incorporating the RAG group into PC for input on prevention. The facilitator will draft a letter to RAG members to see if anyone would be interested. The committee will review term expirations next month, to make sure no one falls through the cracks.

Parking Lot

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Review & Agree on a Final Scoring Process - Tabled.

Review & Approve draft Re-appointment Application - Tabled.

<u>Create Guidance for re-appointment to PC</u> - Tabled.

PC Bylaws review & Update - Tabled.

Announcements

M. Rodrigo - A flyer, announcing two listening sessions, for the CSU Peer Worker Certification Project will be sent out to all PC members, affiliates, and providers. This certification training is to be a building block for the peer program and also could be a work force initiative as well. CSU is leading the program and it will be HIV specific with and HIV curriculum.

The facilitator will forward the info to all PC following today's meetings.

<u>Adjournment</u>

Motion: B. Glass Seconded: C. Barnett

		Jan	Feb	Mar	Apr	May	June	Aug	Sep	Oct	Nov
	MRM Members						PSRA				
1	Chris Ritter Co-chair	20	20	20				20			
2	Brenda Glass Co-chair	20	20	20				20			
3	Ronald Rolling	20	20	20				0			
4	Kimberlin Dennis	10	10	10				10			
5	Clifford Barnett	10	10	10				10			
6	Naimah O'Neal	10	10	0				10			
7	Deairius Houston	0	0	0				0			
	Total in Attendance	6	6	5				5			

PC Members: C. Droster, J. McMinn, M. Robinson-Statler, B. Gayheart, F. Ross

Staff: Melissa R., S. Harris, T. Mallory

Guests: 0