

**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) Committee  
Meeting Minutes  
Wednesday, January 6, 2021  
2:30 pm. to 3:30 pm.**

**Start:** 2:46 pm      **End:** 3:59 pm      **Facilitating Co-chair:** B. Glass

**Moment of Silence**

**Welcome and Introductions**

**Approval of Agenda: January 6, 2021**

**Motion:** R. Rolling      Seconded: N. O'Neal  
In favor: 11      Opposed: 0      Abstained: 1

**Approval of Minutes for November 4, 2020**

**Motion:** R. Rolling      Seconded: N. O'Neal  
**VOTE:** In Favor: 10      Opposed: 0      Abstained: 2- J. McMinn, J. Patterson

**New/Old Business**

**Prepare and Approve MRM 2021 Work Plan**

**1. Review & Approve Work Plan for the 2021 Open Nominations Process -**

Plan 1- Will start the open nomination in February and end in June.

**2. Monitor & Report Attendance Status to Exec Committee & PC Quarterly -**

Plan 2- Will remain the same.

**3. Distribute Attendance Reminder Letters – Quarterly - Plan 3 – Will remain;**  
need to look at whether we need to do this?

**4. Conduct Bi-Annual Analysis of PC Membership for Fed Reflect Mandate -**

Plan 4 – Will remain as written.

**5. Develop & Implement Comprehensive PC Training Program - Plan 5 – Will**  
start this month and have it in place to go through November, at least.

**6. Conduct Open Nomination Process in Accordance with Work Plan - Plan 6**  
– Will remain as written. Starting next at month's MRM meeting, a reflectiveness  
report and work plan for open nomination process will be prepared.

**7. Evaluate PC Mentoring Program - Plan 7 – Will remain as is and start in**  
March to confirm whether everyone has an assigned mentor. Meantime, we will  
review connections with mentors and mentees in the program.

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**8. Develop & Monitor Ongoing Outreach to Interested Candidates - Plan 8 –**  
Will remain as written.

**9. Review Compliance with Committee Work Plan - Plan 9 –** Will remain as written.

**10. Quarterly Progress Report for Compliance with Committee Work Plan -**  
Plan 10 – Will remain as written.

**11. Monitor & Report Legislative Updates - Plan 11 –** Will remain as written and will decide how to roll out to the full PC committee when needed.

**12. Develop 2021 Committee Work Plan - Plan 12 –** Will remain as written and will add that the Prevention committee is working through the integration process. MRM will also do recruitment for the Prevention committee. Ongoing updates to the MRM workplan will be provided as the Prevention Committee work plan is completed.

*\*Question:* N. O'Neal – What does it mean that MRM will select Prevention members?

*\*Response:* S. Harris – We are currently trying to formulate the criteria for this, meaning how MRM will recruit, vet and recommend members for the Prevention Committee.

*\*Comment:* J. Patterson – The idea of co-chairs is another thing in Prevention. It seems in order to be a co-chair of Prevention you'd have to be a full-fledged member of PC.

*\*Response:* S. Harris – They will have co-chairs, but they will not sit with the PC executive leadership in their decision making and are not required to be official PC members.

*\*Comment:* M. Rodrigo – The Bylaws are being re-written and will need to undergo legal review. Those interested in being in the Prevention workgroup can start working in March. However, for any Prevention member who wants to be a co-chair, they will have to be approved by the Planning Council. Also, those who just want to participate in the Prevention group and are not a PC member can do so. This will be a year of transitions. Also, CCBH has a new attorney, Patty Conti, as Tom O'Donnell retired last month.

### **B. Glass-Motion: To approve the 2021 MRM Work plan as presented.**

Approval of Motion: J. McMinn    Seconded: R. Rolling

In Favor: All            Opposed: 0            Abstained: 0

### **Prepare PC Training Plan – S. Harris**

In reviewing the training plan the committee was asked the following:

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Should the committee continue the same plan as last year?

What training will benefit the entire committee?

Does the committee want another AETC training?

Is there any interest in continuing to conduct reallocation and carryover training?

*\*Comment:* J. McMinn – **AETC** - Don't think we don't need another AETC training; their trainings are more for physicians and providers.

*\*Response:* N. O'Neal – Agreed.

*\*Comment:* C. Droster – **Reallocation and Carryover Training** -This will continue every year, but not as intense.

*\*Comment:* S. Harris - **The Annual Orientation and Training** - This training is usually done in November, it must remain. New Member Orientation Training is a HRSA mandatory training requirement.

*\*Comment:* S. Harris – **PSRA Training** – The S&F committee is always improving these efforts. We will do annual training or a PSRA presentation for February 17<sup>th</sup> at the Full PC meeting.

*\*Comment:* S. Harris - **Bylaws Training** – We are timing that for February as well and we will also have a kickoff for the Prevention meeting in March.

*\*Comment:* S. Harris – **Forms, Confirmations** - HRSA wants all annually required forms signed and in place by the March full Planning Council meeting. Please sign and return them ASAP. An electronic form will be sent via e-mail and a hard copy in the February mailing.

*\*Comment:* J. McMinn – **Project Officer Role** - Perhaps there could be a training on the role of the project officer - to introduce who they are, what they do and/or their role in PC?

*\*Response:* M. Rodrigo – Normally we have time, but not a lot lately. The third week of September has been set for the HRSA site visit, but we can always ask for an overview from Deborah Medina, our Project Officer.

*\*Comment:* M. Rodrigo – **Epi Data** - We have Epi-data and the needs assessment is still underway. Maybe, as suggested by J. Patterson, we can just review the Ending the HIV/AIDS Epidemic (EtHE) plan as we go along.

The updates and changes to the PC Training Plan will be made and then submitted to the chairs for final review, before going out to all PC.

### **Review & Approve Open Nomination Work Plan**

This plan provides timeline and is a good way to itemize task that need to be done. We try and make sure we recruit people that look like the area that we serve.

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Application changes were made last year. In our reflectiveness for Part C & D, we have one vacancy for Part C. Dr. B. Gripshover currently represents Part D. Although she also covers Part C, we cannot count one person twice, so we are in immediate need of an individual that represents an organization that gets Part C funds, or we will have to ask HRSA for a waiver in order for Dr. Gripshover to fill both slots. We are also in need of more recruitment from the Latino population. Between March and May, we will review what we need to do. We will also confirm interview panel participants. Please note that any official PC member can serve on the interview panel, although we especially rely on the MRM members to lead the discussions. We will also look at renewal applications, making sure they are in place and are submitted on time before their term expire. The interview process will take place between April and June. The vetting is done in the MRM committee before going to the Executive committee, and then to Full Planning Council. After Planning Council makes final recommendations, the applications of the chosen candidates are submitted to the Grantee to forward to the Cuyahoga County Executive for official approval.

*\*Comment:* S. Harris – For new applications, it is suggested that we start interviewing after we have looked at reflectiveness.

*\*Comment:* R. Rolling – We should also extend an invitation to previous applicants, who interviewed but were not chosen to become members.

### **B. Glass -Motion: To approve the Open Nomination Work plan as written.**

Approval of Motion: R. Rolling    Seconded: C. Droster

In Favor: All            Opposed: 0            Abstained: 0

### **PC Bylaws Update – MRM Role to Integrate Prevention Committee - Tabled**

#### **Parking Lot**

- 1) **Upcoming Trainings – Tabled**
- 2) **Review & Agree on a Final Scoring Process – Tabled**
- 3) **Review & Approve draft Re-appointment Application - Tabled and ongoing**
- 4) **Create Guidance for Reappointment to PC - Tabled**

#### **Announcements**

- a) *N. O'Neal* - There is an upcoming webinar on January 12<sup>th</sup> on HIV Criminalization and the Transgender Community. CEU's are being offered and it is from 12 noon to 1:00 pm, only 60 minutes.
- b) *B. Glass* – It is with great pleasure to announce the establishment of my new business, the Big Multi-Purpose Center. It was funded by the Adams Board, and is now underway and functioning well! There will be a kickoff meeting on Jan 13<sup>th</sup>, to showcase the facility and its services, many of which were previously provided and are still being offered. Special thanks and

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appreciation to Sharron and everyone who offered me inspiration and encouragement to just go and do it!

- c) *R. Rolling* – Just started a new position with NORA (Northern Ohio Recovery Association) the 21<sup>st</sup> of December. Will provide new contact updates.
- d) *B. Gayheart* - Kind of in a split attention span at the moment. The news has just reported that there has been a lockdown in the government’s Capitol building. I would ask that everyone keep all of our country’s senators, representatives, and other government officials and employees in prayer at this time.

### **Adjournment**

Motion: K. Dennis

Seconded: C. Barnett

### **Attendance**

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

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

**Guest Attendees:** none

**Staff:** M. Rodrigo, S. Harris, T. Mallory