

**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, February 3, 2021**

2:30 pm. to 3:30 pm.

**Start:** 2:45 pm. **End:** 3:51 pm. **Facilitating Co-chair:** B. Glass

**Moment of Silence**

**Welcome and Introductions**

**Approval of Agenda: February 3, 2021**

**Motion:** J. Mazo                      Seconded: J. McMinn

In favor: All                              Opposed: 0                      Abstained: 0

**Approval of Minutes for January 6, 2021**

Motion: Ronald                              Seconded: Clinton

**VOTE:** In Favor: All                              Opposed: 0                      Abstained: 0

**New/Old Business**

**Review/Update PC Training Plan**

Presentations:

1. COVID Funding Data Updates from CCBH & CDPH – Feb. 3<sup>rd</sup>
2. PSRA Presentations – Feb. 3<sup>rd</sup>:
  - a. Consumer Input/Needs Assessment
  - b. HIV-related Funding - AIDS Funding Collaborative Presentation
3. February 17<sup>th</sup> PC meeting:
  - a. Bylaws Updates to integrate HIV Prevention and Care
  - b. Review of Ranking of Non-Funded Part A Services
4. Presentation of HIV initiatives: Completed the EtHE social media campaign last month. We will look at other presentations such as the outcome of the EtHE initiatives.
5. Bylaws Confirmation Forms – Will review in March and have everyone sign and return forms before HRSA's next visit.
6. Future Training – To Be Determined (TBD)
  - a. Understanding the Part A Fiscal Report – On the S&F monthly agenda.
  - b. Understanding Reallocation and what it means
  - c. Understanding Carryover and what it means
7. Conduct a Project Officer (PO) Overview: Set for September. The Grantee will communicate with the PO on the request.
8. Annual New Member Orientation (Nov. 2021)

*\*Comment:* J. McMinn – Maybe some of things should be in the new members training rather than on the regular meeting schedule and items such as reallocation and carryover can be combined into one. Also, maybe we can have fresh

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information things like the new Big Multi organization, just something outside of what we are already doing.

*\*Response:* S. Harris – Yes, we can look at other initiatives and new things we can bring to the planning council.

### **Open Nomination Work Plan** - Review Reflectiveness

<b>Race/Ethnicity</b>	<b>Living with HIV/AIDS in the EMA/TGA</b>		<b>Members of the PC</b>	
White, not Hispanic	1814	30.79%	9	34.62%
Black, not Hispanic	3047	51.71%	15	57.69%
Hispanic	742	12.59%	1	3.85%
Multi-race	235	3.99%	1	3.85%
<b>Gender</b>				
Male	4662	79.12%	15	57.69%
Female	1230	20.88%	11	42.31%
<b>Age</b>				
13-19 years	33	.56%	0	0%
20-29 years	701	11.90%	2	7.69%
30-39 years	1032	17.52%	2	7.69%
40-49 years	1131	19.20%	1	3.85%
50-64 years	2405	40.82%	18	69.23%
65+ years	590	10.01%	3	11.54%

Based on the current prevalence of HIV in the Cleveland TGA, the PC membership should include more Hispanic males between the ages 20-49. We have no transgender representation and we currently have no data for this population. Overall, we are good in every area except over age 50 years old. We also need a Part C representative and are recruiting from Care Alliance to fill this position.

Identify New Member Recruitment Plan - We need to collaborate with Hispanic serving organizations for potential members representing that population.

*\*Comment:* N. O'Neal - That can also be a discussion when we speak to the Lake County Forum contacts.

*\*Comment:* J. Mazo – Also, keep in mind that you may get resistance, because the credibility is not as strong if you're not someone from that community.

Review List of Current Applicants/Re-Apps - The current applications to review include: J. Citerman-Kraeger, B. Jones, and L. Yarbrough-Franklin. Next month we will also look at updating and/or making changes to the interview documents.

Set Timeline for Candidate Interviews - We will plan for April or May to conduct interviews for applications in-hand and then set up an interview panel shortly after.

**Mentorship Program Update** - The committee was asked if they want to participate in being a mentor or mentee, to let the PC facilitator (S. Harris) and/or

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MRM co-chairs know (*B. Glass or C. Ritter*), as well as complete a mentor evaluation form.

*\*Comment:* B. Glass - The goal is to get better with this program and provide help that new members need, so nobody falls through the cracks.

*\*Comment:* S. Harris - We will reach out to the newest members and provide them with a list of mentor roles for them see all the mentor options available and decide if they would be interested in having a mentor. The feedback will be given at the next meeting, and at full PC, we can project a list of those interested in becoming a mentor/mentee.

**PC Bylaws Update**

One update item will be for PC recruitment this year and for Prevention, next year. Prevention will follow the same structure as PC and will also use the same application. When Prevention starts to interview and vet members, PC members will be asked to sit on the interview panels. Prevention will be its own standing committee.

**Parking Lot**

Next month the committee will look at interview tools.

1. Review & Agree on a Final Scoring Process – Tabled
2. Review & Approve draft Re-appointment Application – Tabled
3. Create Guidance for Reappointment to PC - Tabled

**Announcements** - None

**Adjournment**

Motion: J. Mazo                      Seconded: N. O’Neal

The meeting stands adjourned at 3:51 pm.

**Attendance**

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

**PC Members:** C. Droster, J. Mazo, J. McMinn, M. Robinson-Statler, R. Watkins, B. Gayheart

**Attendees:** Candace

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