

**Cuyahoga Regional HIV Prevention and Care Planning Council**

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

**Brenda Glass - Co-Chair**



**Membership, Retention and Marketing (MRM) Minutes**  
**Wednesday, February 2, 2022**  
**2:30 am to 3:30 pm**

**Start:** 2:35 pm

**End:** 3:43 pm

**Co-chair:** K. Dennis, B. Glass

**Moment of Silence**

**Welcome and Introductions**

**Approval of Agenda: February 2, 2022**

**Addendum:**

Motion: N. O’Neal      Seconded: L. Lovett

Vote: In Favor: All      Opposed: 0      Abstained: 0

**Approval of the Minutes: January 5, 2022**

**Addendum:**

Motion: N. O’Neal      Seconded: L. Lovett

Vote: In Favor: All      Opposed: 0      Abstained: 0

**New/Old Business**

**Review Membership Roster for Term limits and Next Steps- S. Harris**

Three years ago, county changed the new member process to include a questionnaire appointees must now complete online for appointment, followed by a vetting process. They then sent letters on who received appointments. Those letters were for the October 2020 appointments and for those appointed in 2019. **Currently, a large number of members are up for terming out.** The planning council, initially established in Cleveland through collaboration with the City of Cleveland and County County, has **bylaws in place that allow members up for terming-out to remain in their seats until there are replacements and we are now operating under those existing bylaws until confirming further updates.** Before 2019, county mailed letters to candidates. **We now must look further on what county submitted and compare those timelines in order to determine how to fill crucial spots and hard-to-replace slots.**

**\*Question: B. Glass** - For those that can reapply, what do people if they are in their second term, do they submit an intent to reapply?

**\*Response: S. Harris** - No, they have to have a break for a year.

**\*Question: Would you please provide more explanation on what term ending means?**

**\*Response: S. Harris** – **When a member’s term on the Planning Council ends, they can still be actively attending and participating in meetings, but only as a non-voting member at full planning council (remember you can even be a non-appointed member attending meeting, like many of the HIV Prevention committee members. For the most part, they just term off**

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for one year from their official role as an appointed member of Planning Council and they cannot vote at full planning council.

**\*Comment: J. McMinn** - Not knowing how to stay quiet, will continue building leadership among the team, sit in on meetings, and be a mentor.

**\*Comment: B. Glass** – Maybe those particularly in RW agencies should remain.

**\*Response: S. Harris** - Those are discussions we want to have, **looking at categories for mandatory representatives and each seat being held and see if we can afford to lose that position or advocate for that position** as a difficult one to fill. **Positive PLWH also help us maintain the 30% representation we need.** Until we get a smooth process in place, **we must look at the best criteria to leverage this process.**

**\*Question: N. O’Neal** - With 33% and people dropping off, will that take us down?

**\*Response: S. Harris** – We were over 33% so that’s covered, but we will look at all this in making the analysis, because those coming off won’t count in that.

**\*Comment: K. Dennis** - Good to know members can continue being part of the discussions, just not voting.

**\*Question: N. O’Neal** – Are co-chairs terming off?

**\*Response: S. Harris** - All those are factors, which we must look at one by one on how it impacts as a whole then make the best choices to move forward.

**\*Response: K. Dennis** - Maybe it is best not to think of it as the end of being part of RW. It just means just not voting. We can continue to play a big part in meetings and discussions.

**\*Response: S. Harris** - Yes, good point, especially for seasoned members to stay a part.

**\*Comment: R. Watkins** – We should look at what we do have first because we have to fill those positions anyway and then everything else can fall in place. For example, the trans-population isn’t represented, Latino is low, and people attending need to stay a part of PC, though not voting. Now started sending out info to trans-community groups on PC and what we do and have presentations ready.

**\*Response: S. Harris** - Thanks for all your recruitment now and in the past, hopefully, we can get them to meetings.

### **Review Open Nominee- S. Harris**

As the application process is currently in six-month blocks, we now want to think about whether there is any interest in changing this process to a rolling, whenever applications are submitted basis.

**\*Comment: B. Glass** - We always had that special enrollment period in January, much faster and quicker to catch those after the application period was over. We just need some type of structure with that.

**\*Comment: S. Harris** – With that new idea, we would vet and send packets to the County Executive multiple times in the year. Do we want to do additional submissions and send them to the County for formal appointment, between Jan-March and Oct-Dec? That would mean a long window waiting for those that are interested and actively attending.

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**\*Response: B. Glass** – We may go from September to February, submit nominees in March and submit March in September because we do need time to process.

**\*Comment: R. Watkins** - Maybe use the nominations forms to do that, revisiting names from the last recruitment if they are still interested.

**\*Comment: Z. Levar** – We need to think about delays and tracking in getting it done and coordinating with schedules, limiting it to the one time is usually helpful as we are already waiting three months with the last slate, multiples might be more difficult.

**\*Comment: S. Harris** – We must also work with county as they have their own vetting and part of that reality is once it gets to County, there is nothing more to do but wait. Maybe the challenge is to keep applicants engaged as much as we can, particularly with those less engaged and we just continue to stick to our current schedule.

**\*Response: N. O’Neal** – We should continue letting people know we meet every month so they can get on the calls, and we can see their staying power. If we have to continually engage them, how engaged will they be on their own, are they asking questions, are they listening? They must own their stuff and their commitment on why they wanted to apply in the first place. People need to own this and understand the commitment.

**\*Comment: S. Harris** – An excellent point, the goal also is to recruit younger people, whose attention span may be much shorter, so we may have to nudge them. We may need to be more creative, in general.

**\*Response: N. O’Neal** – We don’t want to sell younger adults short, older people have difficulty staying engaged, too.

**S. Harris** – We will send the timeline to everyone to update but all activities will need to take place as needed. We also need more trans and Latino population recruitment. Reflectiveness helps us see this and we will still be talking about term limits as it affects reflectiveness. We will discuss this each month up to June.

### **Confirm Committee of Record (COR) Assignment for Each Member**

We want to make sure people are on the COR of their choice and will regularly ask each member to reaffirm their committee of record. If not chairing a committee, some may get confused. **We want people to understand the commitment to their committees and if anyone wants to make changes, please use the COR form to confirm and make updates.**

**\*Comment: K. Dennis** - Although you choose a primary COR, you can attend other committees and get points for attending them.

### **Identify PC Training (Capacity Building Opportunities-Training Schedule Overview - S. Harris**

AFC - AIDS Funding Collaborative presentation today in S&F meeting

Epi presentation - February Full PC meeting

Mental Health – moving to March timeline due to legislation on anti-housing update

Review of Part A non-funded services set for March

HOPWA, Consumer Data, Part A and Part B presentations - March

Annual PC Confirmation Forms – May 2022

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Nov – Annual training for membership

**Parking Lot**

**Membership Attendance Update** - Tabled

**Announcements –**

K. Dennis - The exec chairs will be finalizing the co-chairs for CLC, MRM, and Prevention at the next meeting. Thanks to all that applied and for the concern.

**Adjournment**

Motion: N. O’Neal

Seconded: L. Lovett

**Attendance**

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

**PC Members: J. Citerman-Kraeger, B. Gayheart, L. Lovett, J. McMinn, M. Robinson-Statler, R. Watkins, J. Toombs**

Attendees: M. Jackson-Rollins, S. Dumas

Staff: S. Harris, Z. Levar, T. Mallory