

Cuyahoga Regional HIV Prevention and Care Planning Council

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

Brenda Glass, Billy Gayheart - Co-Chairs



Membership, Retention and Marketing (MRM) Minutes

Wednesday, August 3, 2022

2:30 am to 3:30 pm

Start: 2:36 pm

End: 3:36 pm

Facilitator: K. Dennis

Moment of Reflection

Welcome and Introductions

Please note: PC members who have a conflict of interest must inform the committee at the beginning of each meeting. A Conflict of Interest, as it pertains to the Ryan White Planning Council Bylaws, is defined as "an interest (actual or perceived) by a Planning Council member in an action that may result in personal, organizational, or professional gain for the member or his/her spouse, domestic partner, parent, child, or sibling."

Approval of Agenda: August 3, 2022

Addendum:

Motion: C. Droster Seconded: J. Toombs

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

Approval of the Minutes: June 1, 2022

Addendum:

Motion: C. Droster Seconded: B. Glass

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

New/Old Business

Review Current PC Membership Reflectiveness – S. Harris

This is our first most recent reflectiveness, effective June 2020. Currently, HIV prevalence in our six counties is 6,045 positive PLWH. Planning Council reflectiveness is low in comparison with the HIV positive Hispanic population, more recruiting to serve on Planning Council is needed in this demographic. For unaffiliated or Part A clients on the Planning Council that receive services, but is not aligned with a Part A service provider, we are at 43%, which is good. We are required by Ryan White regulations to maintain at least 33% representation on Planning Council. We are low among men in reflectiveness for our PC, but have slightly more females, when compared to HIV+ females in our TGA, so we should recruit more males (*not females*). The most needed area for recruitment is younger members, in the age groups 20-29, 30-39, and 40-49 ages. Our largest PC population consists of the 50-64 age group, so we are doing over the required number here. For ages 65 plus, we are lower, but comparable to national numbers. Overall, we are in a good place with race, but should look to recruit more from Hispanic, transgender, males, and the 20-29 age group populations.

***Question: C. Barnett** - What are we doing to target the under-35 age group, any strategies?

***Response: B. Glass** - CLC was looking to recruit in their efforts, by reaching out to Hispanic providers and attending fairs and events in the community.

***Comment: S. Harris** – We also reached out to Nueva Luz and another agency, but no recruits came from that effort during that time.

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***Comment: K. Dennis** - Maybe reach out to facilitators of support groups for that age population. There is one at Metro with Jen McMillen and one at UH.

***Comment: J. Toombs** - We also have a big program at ATF and will talk to Nestor on that.

***Comment: S. Harris** - The Prevention committee has talked about that, Nestor has presented, maybe Clifford can chair the next meeting and discuss this.

***Comment: C. Barnett** – Since being in Prevention, noticed minimal participation from younger adults, maybe due to our communication, as many things having impact on that generation.

***Comment: B. Glass** - Social media is probably the best way to attract that population, Rather than coming to an actual location. Maybe a social media campaign.

***Question: C. Barnett** - Did we present this a while ago, on using social media and maybe using this as a tool, and who would lead this?

***Response: S. Harris** - It may involve finding other people's experiences and maybe CLC would lead after we discuss this is the next exec committee and see.

***Comment: J. Patterson** - I think we will also want to think about geographic diversity and reaching out to Lorain County could be helpful. Jose Flores, he is at The LCADA Way drug treatment org in Lorain and was at Recover Resources. They may have folks that can talk with us. A young man at Metro, Ismael, did training on HIV issues and could perhaps present. James Stevenson is also on the board of Nueva Luz.

***Comment: Jeannie Citerman-Kraeger**- Will reach out to Max and Kim in our weekly talks.

***Comment: J. Toombs** - Deairius does a lot of reaching out with social media on this.

***Comment: C. Barnett** - We have to find ways to reach them and bring them to the table.

***Comment: B. Glass** - We brought youth to the table, but due to issues, they could not commit.

***Question: J. McMinn** - What about community health worker programs?

***Response: S. Harris** - Think we should first focus on getting things started rather than keeping them engaged. Someone like Deairius could lead this effort if our legal counsel approves.

***Comment: C. Barnett** – We also want to make sure it is sustainable, that whatever is in place will continue and not start, or base it on the efforts on one person, then let it go.

***Comment: J. McMinn** – Also looking at community workers being on PC.

Next Steps for Social Media Discussion

K. Dennis - Recruit ages 20-40, males, and Hispanic, possibly using social media portion, as those support groups are PLWH, needing someone to draw their interest.

B. Glass - We could create a social media site, post meetings, successes, then attach that to agency websites, and people on PC could attach that to website.

J. McMinn - We could do a media thing to Jen at Metro, asking to post this to the social platform. We would just need someone to produce a flyer to upload.

C. Barnett - There are websites to create them but we need to have a meeting to discuss next steps on what we want to present, so we know what to create.

K. Dennis – The UH and Metro sites offer protection so people feel safe using those, but not clear on Tick Toc and other platforms that are more open to the public.

S. Harris – We can ask Jen to share a promotional flyer and then come up with something else.

New Applicants for 2022 Submission, Interview Update – S. Harris

So far, we have three applicants, Biffy Aguiriano, Anthony Thomas, and Daytona Harris and we want to interview them this month then pass them on to the full group to approve. We would also like to get on

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a regular schedule with this process for specific timeframes. Next step is to send info to applicants and schedule the calls.

Confirm Interview Panel

The panelists are Brenda Glass, Joye Toombs, and Clifford Barnett.

Identify Interview Date Options

The interview dates are next week, Aug 9, 11a-12p, Joye and Brenda, Aug 15, 1:30-2:30, Clifford and Joye, and Aug 16, 11-11:45a, with Naimah and Billy.

Parking Lot

Review Committee Work Plan for Compliance – Tabled, forward training ideas to Sharron.

Announcements

K. Dennis - Ministry of Hope All Women's Healing Weekend, Friday October 7, 2022 at Hiram House for 50 HIV positive women in Cuyahoga County. It is free and online to register. Bus pick up also available. Flyers will go out after the meeting.

Adjournment - Motion: C. Barnett Seconded: J. McMinn

Attendance

		Jan	Feb	Mar	Apr	May	June PSRA	Aug	Sep	Oct	Nov
	MRM Members										
1	Brenda Glass, Co-chair	20	20	20	20	20	20	20			
2	Billy Gayheart, Co-chair	10	10	10	20	20	20	0			
3	Joye Toombs	0	20	20	20	20	20	20			
4	Kimberlin Dennis	10	10	10	10	10	10	10			
5	Naimah O'Neal	10	10	10	10	10	10	0			
6	Jeannie Citerman-Kraeger	10	10	10	10	10	10	10			
7	Clinton Droster	10	0	10	10	10	10	10			
	Total in Attendance	6	6	7	7	7	7	5			

PC Members: C. Barnett, J. McMinn, J. Patterson

Attendees: S. Dumas

Staff: M. Baker, S. Harris, T. Mallory