

Ashtabula, Cuyahoga, Geauga, Lake, Lorain and Medina Counties
Billy Gayheart, Jr., Chair

## Membership, Retention and Marketing (MRM) Minutes Wednesday, February 19, 2025

MRM Planning Council Members			Planning Council Members	Planning Council Attendees	Guest Speakers
1. Billy Gayheart, Chair		Р	Cielle Brady	None	None
2. Kimberlin Dennis		Р	Clinton Droster		
3. Joye Toombs		Р	Talib Mahdi		Recipient Staff
4. Christy Nicholls		Р	Julie Patterson		Monica Baker
5. Brian Kimball		Р			Zach Levar
6. Naimah O'Neal		Р			Danielle LeGallee
7. Faith Ross		Р			Lisa-Jean Sylvia
8. Deairius Houston		Α			Toni Mallory
Total of 15 in attendance. P = Pre		resent	sent EX = Excused Absence A = Absent O (Other) = Virtual, Phone		
Call to Order	Co-chair, Billy Gayheart, called the meeting to order at 4:02 pm.				
Moment of Silence	In remembering all those past, present, and future in the fight against HIV/AIDS.				
Quorum Determination	Seven (7) of eight MRM committee members present - quorum of five (5) needed.				
Welcome, Intros & Conflicts of Interest	All members, attendees, and guests welcomed, and asked to state names, affiliations, and conflicts of interest in the chat.				
Approval of Agenda	MRM Committee reviewed and approved the agenda for February 19, 2025.  Initial motion made by Naimah O'Neal, seconded by Christy Nicholls.  Motion amended: To approve the agenda for February 19, 2025, with the addition of the attendance report to agenda.  Motion: Naimah O'Neal; Seconded, Christy Nicholls  In Favor: All; Opposed: 0; Abstained: 0  Motion passes.				
Approval of Minutes	Initial mot Motion ar towards q Present ca Motion: N	ion manende nende norum tegory aimah ; Oppo	ede by Naimah O'Neal, second:  d: To remove the Quorum  n when representing absent y from the attendance sect O'Neal; Seconded: Christy	Determination note stating transfer to the stating transfer to the state of the sta	;; "Alternates count d the AP = Alternate

Committee Business					
Attondones	DC 2025 Marshaushin Attendence Hadete D. Couheaut				
Attendance	PC 2025 Membership Attendance Update – B. Gayheart  While it is still early in the year, from what we see on the report, everybody's doing great and for the most part close to or above 100 percent attendance. With that, we would like to give a round of applause to all members, and encourage everyone to continue moving forward as we go throughout the year.				
	*Question: J. Patterson – What is the limit required for attendance?  *Response: B. Gayheart -Per the bylaws, members must maintain at least 70% attendance. If members get below that mark, they first will receive a warning notice, followed by a second notice, which after that if no improvements are made, they will receive a letter of removal.  *Comment: L.J. Sylvia – We will consider creating a policy for excused absences and for other attendance issues, as we look to update the bylaws.				
Open Nominations	Open Nominations Timeline – B. Gayheart				
	In looking at timeline for open nominations, we want to keep in mind that the recruiting process should be 24/7 ongoing. However, for now, we want to put on paper the timelines that we want to establish for open nominations.				
	<b>L.J. Sylvia</b> – We also need to know a deadline to share with those interested.				
	J. Patterson - Will reach out to a potential interested and unaligned PLWH.				
	<b>B. Gayheart</b> - One suggestion is for renewal members a deadline for March 31 <sup>,</sup> and for new				
	members, a deadline by new member orientation in April.				
	L.J. Sylvia - Maybe new members earlier than April.				
	<ul> <li>C. Nicholls – How about March 31<sup>st</sup>?</li> <li>B. Gayheart - If all agree, we ask for a vote for a March 31<sup>st</sup> deadline for both renewal and new members.</li> </ul>				
	Motion: To approve the Open Nominations deadline date for March 31, 2025, for both renewal and new members.  Motion: Christy Nicholls; Seconded: Brian Kimball In Favor: All; Opposed: 0; Abstained: 0 Motion passes.				
2025 Forms	Annual 2025 Forms Update – L.J. Sylvia  We went over the updated online forms to ensure everyone can access and complete them, and an email will also be sent in following up individually with all members. To add, we are asking that all forms be in place before the march HRSA site visit.				
Working Group for	Youth Working Group Update – B. Gayheart				
Youth Engagement	We met last week and had amazing conversation and made some headway in the process. One item to note, was on youth wanting to get paid for things in which it became apparent this may be an issue, particularly with funding and how to navigate that. Also mentioned, was the idea of possibly creating a young people's retreat, which could have many folds such as creating a respite, or becoming a conversation/engagement piece. We will look at discussing these items				

	at our next meeting, which is yet to be determined, as it conflicts with HRSA's site visit in March. Meantime, if you know of youth, or are familiar with gatekeepers who work with them, please let us know. We would like to have them in these conversations.  L.J. Sylvia - Great to have Cielle as young person in this process, and she has spoken to City Year, on youth getting paid with funding from other programs focused on engaging youth.  N. O'Neal – The idea of a retreat is good, as it happened in Columbus with youth presenting.  J. Patterson - Will look to get contact info on where to start, presenting it as youth coming to the table for conversion, not necessarily to join PC.  B. Gayheart – Prevention chair made a suggestion for surveys, in not presenting youth with QI code messaging, as while the background work may be in bringing them to PC, the main goal is to get youth engaged and at the table.
Recruitment	Recruitment: Who do you know that you would like to see on  Planning Council? – L.J. Sylvia  We are basically just looking for some suggestions, as one way be to just make an introduction when meeting people. If that works, and the person is an emailer, they can email me, I which we
	can have a conversation and go from there. Also, with the videos, the EHE group will be hosting a meeting on Friday from 2-3 pm, for folks to view the videos and provide feedback. If interested, email Lj: <a href="mailto:lisajean@upwardspiralconsulting.com">lisajean@upwardspiralconsulting.com</a> , or CCBH EHE Program Manager, Erin Janowski: <a href="mailto:ejanowski@ccbh.net">ejanowski@ccbh.net</a> .
Parking Lot	Discuss new member orientation in April. Address membership term limits.
Announcements	<ul> <li>B. Gayheart – Thanks to Toni. We will miss you and appreciate all you've done.</li> <li>L.J. Sylvia - The survey closes Friday, so please share as best possible.</li> <li>N. O'Neal - On 28<sup>th</sup>, from 1-3pm, the Centers at Midtown will be hosting an event around "HIV is Not a Crime". There will be jeopardy games, prizes for teams of four, food, swag, and handout info. Anyone can attend, as this it set become an annual awareness day event.</li> <li>C. Brady - If folks able to share the space and idea on our youth getting involved in advocacy, please do so, and we will follow up. Also SIU celebrating at new MLK Library space.</li> <li>K. Dennis – Will be speaking at an upcoming Black History month event, this Friday at 12 noon, hosted by Nueva Luz and located at Calvary Reform Church, 1918 W. 65<sup>th</sup> Street in Cleveland.</li> </ul>
Adjournment	Meeting was adjourned at 4:47 pm  Motion was made by Naimah O'Neal, seconded by Faith Ross.

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