



# Membership & Public Relations Committee Meeting

March 12, 2026 | 10:00 AM | Zoom

Facilitator(s): Eric Martinez, Co-Chair & Carrie Hollinger, Co-Chair

**Attendees:** Rashimah Birks, Carrie Hollinger, Myra Howie, Channel Bonner, Natasha Ramlagan, Sherry Gizzarelli, April Ganzy, Miranda Talley, Jackie Clarke, Eric Martinez, Yenicel Ruan, Tiffany Canate (HCSEF), Emily Carmichael (HCSEF)

**Excused Absences:** Saundra Rangel

## Minutes

### I. Introductions & Moment of Silence

- T. Canate called the meeting to order at 10:02 AM. T. Canate welcomed the group and conducted roll call.
- C. Hollinger led a moment of silence.

### II. Review & Approval of Agenda and Meeting Minutes

- N. Ramalgan motioned to approve the Membership Committee agenda as distributed, and C. Bonner seconded the motion.
- R. Birks motioned to approve the Membership Committee minutes as distributed, and C. Bonner seconded the motion.

### III. Discussion

#### A. Current Membership Roster Review

- C. Hollinger noted that the membership roster was shared and reviewed previously.
- M. Howie introduced herself to the committee and shared that she works with Florida Community Health Centers in outreach and enrollment. She explained that her team engages with the community through health fairs and events and assists residents with applications for programs such as Medicaid, SNAP, KidCare, and Marketplace coverage.

#### B. Attendance Tracking and Vacancies

- T. Canate screenshared a summary report of the Area 15 CPN Membership with attendance tracking measures for meetings held through February 2026.
- E. Carmichael noted that there is a co-chair vacancy within the General Body leadership. She encouraged members to consider this opportunity or suggest individuals who may be interested in serving.
- C. Bonner shared that the statewide FCPN Prevention Chair position is also currently vacant. She noted that the role has traditionally been filled by a community member but may also be filled by a provider.
- The committee agreed to revisit leadership opportunities at a future meeting.
- C. Bonner also reported that Kerry McCormick, with In the Image of Christ, may return to participation in the committee following a recent conversation.

#### C. Website Update (New Updates)

- T. Canate reviewed the February 2026 website metrics:

| New Visitors | Returning Visitors | Total Visitors | Total Page Views | Site Sessions |
|--------------|--------------------|----------------|------------------|---------------|
| 18           | 3                  | 21             | 28               | 21            |

- Device Usage:

- Desktop: 23 page views, 16 sessions, 16 unique visitors

- Mobile: 5 page views, 5 sessions, 5 unique visitors
- Tablet: 0 page views, 0 sessions, 0 unique visitors
- T. Canate shared that the homepage remained the most visited page and that the Outreach Events Calendar received one click during the reporting period.
- T. Canate asked the group to consider possible strategies to increase engagement with the outreach calendar, including adjusting how the page appears in the website navigation.
- T. Canate then screen-shared the website and demonstrated where the Outreach Events Calendar and event submission form are located under the Get Involved tab. She explained that the event submission form collects key details such as location, county, and whether the event is virtual. The form helps ensure events are posted accurately on the calendar.
- R. Birks asked whether events on the calendar are limited to St. Lucie County.
- T. Canate clarified that the calendar includes events across the Treasure Coast.
- E. Martinez recommended sending a reminder to providers about the event submission form so they are aware they can submit outreach events.
- No edits were requested, nor were additional questions raised about the website.

#### **D. New Member Applications** (if applicable)

- T. Canate shared that one New Member Application was processed in February 2026. She explained that the application had been temporarily delayed in the website portal, but the issue had since been resolved. T. Canate screenshared the application for the Membership Committee's review.
- T. Canate explained that in accordance with the CPN bylaws, the application was first shared with DOH-St. Lucie County staff who reviewed the application for completeness. Following their review, the application was shared with the Executive Committee, which recommended forwarding it to the Membership Committee for consideration and final approval.
- T. Canate noted that the interested applicant has already attended several meetings, demonstrating interest in participating in the CPN. She highlighted that as a community member, this interested applicant would bring valuable perspectives to the group.
- The group asked clarifying questions regarding the date of submission and if the year of birth could be added to the application. T. Canate explained that the application had been signed on December 4, 2025, but did not appear in the portal until February 2026 due to a technical backlog. She confirmed that HCSEF retested the submission system afterward and verified that the issue had been resolved.
- T. Canate gave the members a moment to review the application and opened the floor to any additional questions or concerns.
- E. Carmichael explained that if the committee approved the application, the next step would be to schedule a new member orientation within 90 days, as outlined in the bylaws.
- C. Hollinger motioned to approve the application with the addition of the year of birth added afterwards, and E. Martinez seconded. The motion was passed unanimously by the Membership Committee, and the application was approved.
- E. Martinez noted he would follow up with C. Bonner and C. Hollinger regarding some additional considerations prior to scheduling the new Member Orientation.

#### **E. Recruitment Strategies & Activities**

- C. Hollinger opened the floor for discussion on recruitment strategies and activities.
- T. Canate screenshared the Provider Reminder Card developed by the HCSEF team. E. Carmichael explained that the tool was developed following discussions on engaging case managers and providers in CPN recruitment.
- The card was designed as a brief, desk-friendly visual resource for case managers, front desk staff, and providers. It includes short talking points about the CPN and a QR code linking to the CPN website, where individuals can learn more or submit a membership application.
- E. Carmichael also shared that HCSEF has developed a short slide deck for clinic lobby monitors that can run on a loop to increase awareness of the CPN and encourage community members to get involved. She noted that the slides would be shared with the Membership committee after it has been reviewed and approved for dissemination by the Executive Committee.

**F. Public Relations:**

- The group noted preliminary communications regarding potential changes to the AIDS Drug Assistance Program (ADAP) eligibility threshold returning to 400% of the Federal Poverty Level and the possibility of a special Marketplace enrollment period. Members agreed the discussion could continue once official confirmation and guidance are released.
- C. Hollinger opened the floor for any additional public relations and community updates.
- R. Birks shared that Whole Family Health Center had about 11 standing events scheduled for the month and said she would submit those through the event submission form for inclusion on the outreach calendar. She added that additional Saturday events would be submitted once finalized.
- J. Clarke shared that Martin County continues to host its regular monthly late-night clinic offering free STD and HIV testing and screening.

**IV. Open Discussion**

- There were no additional items brought for open discussion.

**V. Closing and Adjourn**

- C. Bonner motioned to adjourn, and R. Birks seconded.

Meeting adjourned at 10:28 A.M.