



Membership & Public Relations Committee Meeting

February 12, 2026 | 10:00 AM | Zoom

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

Attendees: Jackie Clarke, Saundra Rangel, Natasha Ramlagan, Alex Ramirez, Carrie Hollinger, Channel Bonner, Miranda Talley, April Ganzy, Yenichel Ruan, Tiffany Canate (HCSEF), Emily Carmichael (HCSEF)

Excused Absences: Eric Martinez

Minutes

I. Introductions & Moment of Silence

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

II. Review & Approval of Agenda and Meeting Minutes

- J. Clarke motioned to approve the Membership Committee agenda as distributed, and A. Ganzy seconded the motion.
- C. Bonner motioned to approve the Membership Committee minutes as distributed, and J. Clarke seconded the motion.

III. Discussion

A. Current Membership Roster Review

- T. Canate screenshared the summary report of the Area 15 CPN Membership Roster.
- C. Bonner suggested reaching out to support staff at Florida Community Health Centers.

B. Attendance Tracking and Vacancies

- T. Canate screenshared a summary report of the Area 15 CPN Membership with attendance tracking measures for meetings held during the 2025 calendar year, and January 2026.
- No further questions were asked.

C. Website Update (New Updates)

- T. Canate reviewed the January 2026 website metrics:

New Visitors	Returning Visitors	Total Visitors	Total Page Views	Site Sessions
10	4	14	34	17

- Device Usage:

- Desktop: 29 page views, 13 sessions, 10 unique visitors
- Mobile: 5 page views, 4 sessions, 4 unique visitors
- Tablet: 0 page views, 0 sessions, 0 unique visitors
- T. Canate explained that the Executive Committee had requested engagement metrics specific to the Outreach Events tab. In January 2026, the Outreach Events tab had three visitors compared to no visitors in January 2025.
- T. Canate additionally reported that there were two new event submissions via the SurveyMonkey collector for including events on the Outreach Events Calendar. T. Canate reminded the committee members to utilize the link to ensure all vital data is captured and available for inclusion on the calendar.

D. New Member Applications (if applicable)

- No items were discussed for New Member Applications.

E. Recruitment Strategies & Activities

- C. Hollinger opened the floor for further discussion on recruitment strategies and activities.
- T. Canate screen-shared the draft Provider Reminder Card. E. Carmichael explained that the Provider Reminder Card was developed by the Health Council of Southeast Florida (HCSEF) team following prior Membership Committee discussions on engaging Case Managers in CPN recruitment:
 - The card was designed as a desk-friendly visual reminder for Case Managers, front desk staff, and providers.
 - The card includes brief talking points to support consistent messaging and a QR code linking to the CPN website for more information or to get involved.
- T. Canate shared that the Provider Reminder Card is meant to help encourage provider referrals and will be posted under the “For Downloads” tab on the website.
- E. Carmichael reported that minor feedback regarding language adjustments was received earlier that day, but the tool was still shared with the group for use and distribution.
- The group complimented the design of the card and discussed refining the language to better reflect the full range of CPN participants, suggesting the inclusion of people living with HIV/AIDS and community members affected by HIV/AIDS.
- E. Carmichael also noted that a slide deck is in development to be played in provider clinic lobbies, offering a looped visual tool to raise awareness and support CPN recruitment. HCSEF will share this once finalized.

F. Provider Updates:

- C. Bonner shared updates from recent meetings between the Department of Health in St. Lucie County (DOH – St. Lucie) and local providers about upcoming changes regarding the AIDs Drug Assistance Program (ADAP) and transition planning:
 - Their discussions have focused on eligibility guidelines and formulary updates, including medications such as Biktarvy.
 - The DOH-St. Lucie team hosted a Payer Assistance Program (PAP) training that was attended by agencies such as Whole Family Health Center (WFHC), Florida Community Health Centers (FCHC), Midway, and the Department of Health in Martin County (DOH-Martin).
- C. Bonner shared that notices have been mailed out to clients who will be affected by the ADAP changes. She explained that the DOH – St. Lucie team is working closely with local providers to determine how many clients can remain on their current regimens and to help transition others.
- No further questions were raised.

IV. Open Discussion

- N. Ramalgan announced that Jackson Pharmacy Drugs has officially opened its first Health and Wellness Clinic. N. Ramalgan noted that it is a primary care clinic for those who are uninsured. They accept walk-ins and can see pediatric or adult patients.
- No further questions were raised.

V. Closing and Adjourn

- C. Bonner motioned to adjourn, and J. Clarke seconded.

Meeting Adjourned at 10:25 AM.