



Membership & Public Relations Committee Meeting

January 08, 2026 | 10:00 AM | Zoom

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

Attendees: Adolfo Lorenzo, Carrie L Hollinger, Channel Bonner, Eric Martinez, Michelle Peaslee, Miranda Talley, Rashiemah Birks, Sherry Gizzarelli, Yenice Ruan, Tiffany Canate (HCSEF), Emily Carmichael (HCSEF)

Excused Absences: Jackie Clarke, Saundra Rangel, Natasha Ramlagan

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

- C. Bonner motioned to approve the Membership Committee agenda as distributed, and Y. Ruan seconded the motion.
- E. Martinez motioned to approve the Membership Committee minutes as distributed, and C. Bonner seconded the motion.

III. Discussion

A. Current Membership Roster Review

- T. Canate screenshared the summary report of the Area 15 CPN Membership Roster. No edits were requested.
- T. Canate highlighted that all those listed as prospective members are included in communications and invited to attend the meetings.
- C. Bonner noted that she would share additional contacts for direct outreach to be invited to participate in the Consortia.
- E. Martinez suggested that outreach efforts focus on recruiting additional clients and community members, noting that most current and prospective members are medical providers.

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.
- E. Martinez requested that the report be distributed to the Membership Committee, but no further questions were asked.

C. Website Update (New Updates)

- T. Canate reviewed the December 2025 website metrics:

New Visitors	Returning Visitors	Total Visitors	Total Page Views	Site Sessions
27	0	27	35	27

- Device Usage:

- Desktop: 33 page views, 27 sessions, 26 unique visitors
- Mobile: 6 page views, 2 sessions, 2 unique visitors
- Tablet: 0 page views, 0 sessions, 0 unique visitors

D. New Member Applications (if applicable)

- T. Canate and C. Bonner affirmed that no new membership applications had been submitted in December 2025.

E. Recruitment Strategies & Activities

- C. Hollinger opened the floor to further discussion regarding recruitment strategies and activities.
- R. Birks suggested that if not already available, there could be materials geared towards case managers to help them understand the purpose of the CPN, and to help the case managers recruit potential clients to join the Consortia.
- E. Martinez and C. Bonner reflected on a previous effort, noting that they hosted a brief presentation with the Department of Health's case managers in St. Lucie County. E. Martinez and C. Bonner encouraged providers on the call to consider delivering an internal presentation with their case managers as well.
- The group discussed developing outreach materials, such as a slide deck that could be played in clinics, or leveraging messaging from other campaigns, such as the "Live Fully Protected" campaign.
- Additional suggestions shared throughout the meeting included using a pitch to help providers understand the merit of joining the Consortia and increasing targeted recruitment efforts framed for clients.

IV. Open Discussion

- The group discussed reviewing the agenda to ensure it encompassed the Public Relations aspect of the committee.

V. Closing and Adjourn

- E. Martinez motioned to adjourn, and C. Bonner seconded.

Meeting Adjourned at 10:50 AM.