



## **Membership & Public Relations Committee Meeting**

**July 10, 2025 | 10:00 AM | Teleconference**

**Facilitator(s): Eric Martinez & Carrie Hollinger | Host: Tiffany Canate, Sr. Health Planner**

**Attendees:** Saundra Rangel, Carrie Hollinger, Miranda Talley, Edwin Torres, Sherry Gizzarelli, Eric Martinez, Tiffany Canate (HCSEF), Emily Carmichael (HCSEF)

**Excused Absences:** Natasha Ramalgan

## **Minutes**

### **1. Introduction & Moment of Silence**

- C. Hollinger called the meeting to order at 10:03 AM and welcomed the group. T. Canate conducted roll call. C. Hollinger led a moment of silence.

### **2. Review / Approval of Agenda and Minutes**

- E. Torres motioned to approve the Membership Committee agenda and meeting minutes, and S. Rangel seconded.

### **Discussion:**

#### **A. Community Update (Standard)**

- E. Torres shared that Midway tested nine individuals at their recent World AIDs Day event at the UpCenter.

#### **B. Website Update (New Updates)**

- T. Canate provided an update for the June 2025 website metrics:
  - New Visitors: 16
  - Returning Visitors: 2
  - Total Visitors: 18
  - Total Page Views: 52
  - Site Sessions: 24
  - Device Usage:
    - Desktop: 35 page views, 17 sessions, 13 unique visitors
    - Mobile: 17 page views, 7 sessions, 5 unique visitors
    - Tablet: 0 page views, 0 sessions, 0 unique visitors
- T. Canate shared that she updated the Area 15 CPN website to improve mobile viewing based on an increase in mobile visitors.
- C. Hollinger shared appreciation for the [event submission form](#) and [Outreach Events](#) calendar links on the agenda, noting that it was very helpful.

#### **C. New Member Applications (If Applicable)**

- There were no items for discussion.

#### **D. New Member Campaign**

- E. Martinez reviewed previous ideas that were shared to enhance new member recruitment and retainment efforts, such as a community event like Dance for Life, an online educational session, or community outreach at smaller local events. He encouraged the group to consider which idea they would like to move forward with to increase engagement.

- C. Hollinger noted that once the idea is finalized, the members will also need to agree on roles and responsibilities for the selected event.

### **3. Open Discussion**

- There were no items for open discussion.
- C. Hollinger thanked the members for their time. S. Rangel motioned to close the meeting and E. Torres seconded. The meeting adjourned at 10:15 AM.