



Membership & Public Relations Committee Meeting

June 11, 2026 | 10:00 AM | Zoom

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

Attendees: April Ganzy, Carrie Hollinger, Channel Bonner, Edwin Torres, Eric Martinez, Myra Howie, Miranda Talley, Michelle Peaslee, Natasha Ramlagan, Tiffany Canate (HCSEF), Emily Carmichael (HCSEF)

Excused Absences: Sandra Rangel, Jackie Clarke

Minutes

I. Introductions & Moment of Silence

- C. Hollinger 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

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

III. Discussion

A. Current Membership Roster Review, Attendance, and Vacancies

- T. Canate screenshared the current membership roster and 2026 attendance tracking sheet.
- The committee reviewed the current membership roster and discussed opportunities to update membership records and potential new members.
- C. Bonner recommended removing V. Soethe. C. Bonner affirmed that I. Otaiza serves as A. Lorenzo's delegate and would not need to submit a formal New Membership Application.
- C. Bonner requested an update on efforts to re-engage partners at In the Image of Christ. T. Canate reported that outreach efforts are ongoing and additional follow-up will continue.
- E. Martinez shared difficulties joining the meeting from a mobile device of a requirement to download the Zoom Workplace application.
- E. Carmichael noted that HCSEF would review available Zoom call-in options and update future calendar invitations with additional connection information if appropriate.

B. Website Update (New Updates)

- T. Canate reviewed the May 2026 website metrics:

New Visitors	Returning Visitors	Total Visitors	Total Page Views	Site Sessions
21	3	24	46	25

- T. Canate summarized additional website metrics, noting that most traffic came from direct links or QR codes. Five visitors arrived through Google searches, and one visit was tracked from ChatGPT. Visitors came from Florida, other U.S. locations, international locations, and unknown locations due to hidden IP addresses or VPN usage.
- E. Martinez asked whether partner organizations were linking their websites or social media pages to the Area 15 website. He encouraged exploring reciprocal website links and expanded social media promotion to increase visibility and website traffic.

- M. Howie with Florida Community Health Centers (FCHC) offered to discuss website and social media opportunities with FCHC's communications team and provide feedback to the committee.
- The group discussed the Area 15 Recruitment Slides and addressed challenges associated with displaying materials on clinic television systems managed by outside vendors.
- E. Torres agreed to speak with Midway Specialty Care's IT department regarding the possibility of adding Area 15 materials to their information loop.
- Members also discussed the former HIV Prevention Planning Group Facebook page.
 - C. Bonner noted that the Facebook page appeared to be active.
 - E. Martinez shared historical information regarding the administration of the page and past difficulties maintaining access.
 - C. Bonner reported reviewing social media efforts used by other Ryan White service areas and noted they appeared to generate strong engagement.
 - Members discussed exploring additional social media strategies to increase visibility and community engagement.

C. New Member Applications (if applicable)

- T. Canate reported that there was no new membership applications received through the website or planning email during May 2026.
- The group previously agreed to place R. Isaac's New Member Orientation on hold due to attendance. T. Canate reported that she spoke with R. Isaac, who remains interested in participating but has been unable to attend committee meetings due to scheduling conflicts.

D. Recruitment Strategies & Activities

- The committee continued discussion regarding development of a virtual community engagement event.
- E. Martinez emphasized the need to move from discussion to implementation and recommended forming an ad hoc committee.
- The group discussed and agreed to use existing Planning Committee meeting time rather than scheduling an additional meeting to plan the event (logistics, topics, speakers, and responsibilities).
- C. Bonner noted that this event is an opportunity to engage people living with HIV, community organizations, and social service agencies alike.
- C. Bonner also noted the importance of recruiting additional Consortium members and identifying future representatives for the statewide FCPN.

F. Public Relations:

- M. Howie shared that Florida Community Health Centers will host an HIV testing event at the Fort Pierce Center on the 29th from 8:00 a.m. to 2:00 p.m, with additional details to come. She explained that FCHC plans to hold monthly rapid HIV testing events.
- M. Howie welcomed feedback and input from committee members regarding strategies to increase attendance and strengthen community partner participation.
- No additional community updates were shared.

IV. Open Discussion

- No items were discussed for open discussion.

V. Closing and Adjourn

- C. Hollinger thanked the partners for their participation and called for a motion to adjourn.
- M. Howie made a motion to adjourn, and C. Bonner seconded the motion.

Meeting adjourned at 10:42 A.M.