



Membership & Public Relations Committee Meeting
June 12, 2025 | 10:00 AM | Teleconference
Facilitator(s): Eric Martinez | Host: Tiffany Canate, Sr. Health Planner

Attendees: Rashimah Birks, April A. Ganzy, Channel Bonner, Eric Martinez, Edwin Torres, Miranda Talley, Saundra Rangel, Tiffany Canate (HCSEF), Emily Carmichael (HCSEF)

Excused Absences: Natasha Ramalgan, Jackie Clarke, Carrie Hollinger, Alex Ramirez

Minutes

1. Introduction & Moment of Silence

- E. Martinez called the meeting to order at 10:00 AM and welcomed the group. T. Canate conducted roll call. E. Martinez led a moment of silence.

2. Review / Approval of Agenda and Minutes

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

Discussion:

A. Community Update (Standard)

- M. Talley shared that Midway attended Pride at the St. Lucie County Fairgrounds hosted by The Sanctuary of the Treasure Coast on June 1, 2025. She noted that Midway administered 11 HIV tests at the event.
- E. Torres and M. Talley commended the event and encouraged the community to get involved in future Pride events.
- C. Bonner noted that the Minority AIDS Coordinator position has been posted. She noted that there were no additional staffing changes.

B. Website Update (New Updates)

- T. Canate provided an update for the May 2025 website metrics:
 - New Visitors: 17
 - Returning Visitors: 2
 - Total Visitors: 19
 - Total Page Views: 33
 - Site Sessions: 21
 - Device Usage:
 - Desktop: 24 page views, 14 sessions, 13 unique visitors
 - Mobile: 9 page views, 7 sessions, 6 unique visitors
 - Tablet: 0 page views, 0 sessions, 0 unique visitors

- E. Martinez opened the floor to questions.
 - C. Bonner inquired about reoccurring events. T. Canate affirmed there is a feature within the calendar platform to indicate that an event is reoccurring. When selected, the recurring event will be automatically populated on the Outreach Events Calendar.
 - E. Martinez encouraged the members to share information about events that can be of benefit to someone living with HIV, even if the primary focus of the event is not HIV/AIDS.

C. Brainstorm for future events

- R. Birks noted that Whole Family Health Center will be doing community outreach for World AIDS Day and National HIV Testing Day. E. Martinez reflected on past efforts to disseminate flyers in the community to encourage attendance for World AIDS Day events.
- T. Canate inquired if there was still interest in hosting a virtual Lunch and Learn.
- E. Martinez shared there will be an upcoming webinar with NMAC featuring four community members who will share about their lived experiences. E. Martinez suggested inviting SAGE to lead a discussion and provide updates from the national level. He also encouraged interested members to participate in available professional development trainings on Story-Telling.

D. Providers

- E. Martinez inquired about tabling opportunities at the clinics to speak to clients, doctors, or case managers to help spread the word about the Area 15 Comprehensive Planning Network.
- E. Torres noted that Midway can share brochures with clients.

3. Open Discussion

- There were no items for open discussion.
- C. Bonner motioned to adjourn and R. Birks seconded.

Meeting Adjourned at 10:29 am