



**Executive  
Committee Meeting  
Minutes**

Facilitator: Eric Martinez

Date: 12/17//2024

Time: 11:00 AM

Location: Teleconference

Tiffany Canate  
Health Planner

**Minutes**

**Attendance:** Channel Bonner, Eric Martinez, Jackie Clarke, Emily Carmichael (HCSEF), Tiffany Canate (HCSEF)

**1. Introduction & Moment of Silence**

- E. Martinez commenced the meeting at 11:04 AM. He then welcomed the group and led a moment of silence.

**2. Review and Approval of Today's Agenda and Minutes:**

- E. Martinez called for a motion to approve the previous Executive Committee meeting minutes and the current agenda. J. Clarke motioned to accept the previous meeting minutes and current agenda, and C. Bonner seconded the motion.

**3. Planning Body/Patient Care Budget Concerns/Discussions**

- C. Bonner reported no concerns or changes regarding the patient care budget. Additionally, she noted that updates regarding fiduciary agent matters are still pending.
- C. Bonner shared that the FCPN HIV Section had requested contract information for local provider contracts, including contract terms and provider details.
- J. Clarke inquired if the local contracted providers list could be shared with the committee.
- C. Bonner confirmed she would share the list of contracted providers.

**4. Committees**

**A. Membership**

- E. Martinez reported no new Membership committee updates.

## **B. EQA & Planning**

- E. Martinez invited J. Clarke to provide an update.
- J. Clarke reported no updates for the EQA & Planning committees.

## **5. Old Business**

### **6. New Business - New Membership Campaign**

- J. Clarke emphasized the need for innovative recruitment methods to attract consumers to join the consortia, noting its importance for the HRSA grant. She called on the group to brainstorm creative solutions.
- C. Bonner suggested revisiting the "Dance for Life" event.
  - E. Martinez stated that past attendees or previous members of the Planning Body would be unlikely to return without an incentive. He suggested utilizing past efforts, like outreach to new members through case managers, and revisiting lessons learned from recruitment.
  - E. Martinez suggested creating an ad hoc committee to develop and manage the "Dance for Life" event to ensure that it would be consumer-centered with clear, well-planned objectives.
  - E. Martinez proposed revisiting promotional marketing efforts, including social media and flyer distribution, to reach a broader audience. He noted that the previous "Dance for Life" event was held earlier in the evening on Valentine's Day and utilized social media and radio outreach but that the timing could have been better.
  - The group highlighted revisiting the rules and regulations surrounding the creation and management of a new Area 15 CPN Facebook page.
- C. Bonner noted that incentives could be offered for initial participation, but stressed the need to ensure participants stay engaged beyond the initial meeting. She proposed developing action items and offering consistent engagement opportunities for new members.
- J. Clarke recommended using surveys or open discussions during events to understand what would motivate new members to stay engaged.
  - E. Martinez recommended leveraging case management to distribute questions aimed at gauging client interest and knowledge of the planning body.
  - C. Bonner suggested that the group could develop a pre-event survey with three to four questions to measure client interest and knowledge of the consortia. C. Bonner stressed the need to minimize survey fatigue and highlighted that this questionnaire could be administered with clients in lieu of the Local Needs Assessment survey, now that the Statewide Assessment is scheduled to launch February 1, 2025.
- E. Carmichael suggested reviewing the structure of meeting agendas to better cater to new members, making them more engaging and relevant to consumers.
- T. Canate added that providing clear explanations of committee roles and existing initiatives could ease new members into the group. She also supported including more

descriptive content during meetings to help new members follow conversations and stay engaged.

- J. Clarke raised the importance of maintaining member engagement beyond recruitment, suggesting the use of feedback forms and periodic check-ins with new members to sustain their interest.
- E. Martinez suggested the development of a mentoring program for new members, where experienced committee members would serve as guides, helping new members acclimate and maintain active participation.

## **7. Open Discussion**

- E. Martinez noted that he and C. Bonner had briefly discussed the need to assign co-chairs for the committees and the possibility of assigning DOH staff in those roles as there are no rules against it in the local Bylaws.
- C. Bonner proposed Carrie Hollinger and Sandra Rangel as potential co-chairs to support the Membership committee and the EQA & Planning committees, noting their experience and familiarity with committees' processes.
- E. Martinez stressed the importance of maintaining an accurate and current contact list for committee members. He noted that the Health Council had been monitoring attendance and suggested that, at the start of the new year, outreach should be conducted to re-engage members who have not been actively participating. E. Martinez emphasized the value of maintaining an engaged membership base, as it is one component that reflects the committee's ability to fulfill its mission. He encouraged committee members to prioritize engagement and retention, noting that while no process is perfect, continuous improvement is essential.
- E. Martinez thanked the group for the discussion and called to close the meeting. J. Clarke moved to adjourn, and C. Bonner seconded the motion.

**Meeting Adjourned at 11:53 AM.**