



Membership & Public Relations Committee Meeting

May 14, 2026 | 10:00 AM | Zoom

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

Attendees: Carrie Hollinger, Channel Bonner, Eric Martinez, Jackie Clarke, Myra Howie, Miranda Talley, Sherry Gizzarelli, Rashiemah Birks, Tiffany Canate (HCSEF)

Excused Absences: Saundra Rangel, Natasha Ramlagan, Pastor Hazel Holyman

Minutes

I. Introductions & Moment of Silence

- E. Martinez called the meeting to order at 10:02 AM. E. Martinez welcomed the group and T. Canate conducted roll call.
- E. Martinez led a moment of silence.

II. Review & Approval of Agenda and Meeting Minutes

- C. Hollinger motioned to approve the Membership Committee agenda and previous meeting minutes as distributed, and J. Clarke 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.
- T. Canate reported on ongoing member re-engagement efforts to encourage meeting attendance.
- The group discussed outreach strategies for members with recent absences, noting that formal correspondence would need to be routed through the Department of Health (DOH). C. Bonner noted that in the meantime, the Health Council of Southeast Florida and the DOH-St. Lucie's support staff could continue to send follow-up emails or make direct calls after missed meetings to encourage participation and emphasize the importance of attendance.
- C. Bonner asked to clarify how attendance totals were being tracked. T. Canate explained that the roster currently reflects 2026 calendar year attendance beginning January 1, including both excused absences and actual attendance in accordance with the bylaws. T. Canate also noted that previous years' attendance records remain available.
- No additional questions were raised.

B. Website Update (New Updates)

- T. Canate reviewed the April 2026 website metrics:

New Visitors	Returning Visitors	Total Visitors	Total Page Views	Site Sessions
13	3	16	25	17

- T. Canate noted that half of the April visitors accessed the site from Port St. Lucie based on IP tracking, while the remaining visitors were either outside the service area or unidentified. She also reported that 11 visitors accessed the website via direct hyperlinks or QR codes, 2 visitors came through the DOH St. Lucie website, and 3 visitors came through Bing or Google searches.
- C. Hollinger asked whether the IP address data reflected a user's current location or device registration location. Research after the meeting revealed that IP address tracking reflects where the network is located at the time the site is accessed, rather than a device's registration location.

- C. Hollinger reminded members to continue submitting outreach events for inclusion on the website calendar.
- E. Martinez proposed revisiting social media outreach, including linking the website to platforms such as Facebook to expand awareness and community engagement.
- C. Bonner reported that the Area 15 Planning Group Facebook was active in the last year, but ownership of the account credentials is unclear. She noted that while the DOH employees cannot manage the page directly, the group could still explore social media outreach.
- E. Martinez noted that previous CPN administrators had access to the Facebook page and reiterated that strengthening communication and outreach remains the primary goal.
- C. Bonner requested that Health Council staff look into the feasibility of social media integration and report back to the committee.

C. New Member Applications (if applicable)

- T. Canate reported that there were no new membership applications received through the website or planning email during April 2026.
- The group acknowledged that R. Isaac's orientation must be completed by June 10, 2026, in accordance with the bylaws, and highlighted an opportunity to add a bylaw provision establishing a minimum attendance requirement before New Member Orientation is conducted.
- T. Canate noted that she will continue individual outreach and follow-up efforts to encourage participation.

D. Recruitment Strategies & Activities

- C. Bonner shared recruitment and engagement strategies used by another area's planning council, including painting events and educational dinners to encourage participation without heavy HIV-specific branding. She noted these approaches may help reduce stigma-related barriers in smaller communities.
- E. Martinez discussed previous ideas brought before the committee, including revisiting Dance for Life activities and expanding community engagement efforts. He shared examples from national support groups and described online social events featuring music, games, giveaways, and opportunities for discussion. He emphasized that food and social interaction can help encourage participation.
- C. Bonner suggested beginning with a smaller Zoom-based engagement activity as a soft launch to gauge community interest before organizing larger in-person events. She also suggested incorporating guest speakers into future virtual activities.
- Members agreed to continue the event planning discussions during upcoming meetings rather than forming an ad hoc committee. T. Canate noted that she would add a line item to the standing Membership Committee agenda to discuss the event planning.
- T. Canate inquired about initial suggestions around timing for potential virtual community events. Committee members suggested that afternoon or evening hours would likely lead to stronger participation by community members.

F. Public Relations:

- C. Bonner shared that Dr. Ryan retired from the Department of Health in Indian River County (DOH-Indian River) and that there will be a new medical director who will see the Ryan White clients at DOH- Indian River.
- T. Canate shared that M. Howie, with Florida Community Health Centers, invited the HCSEF staff to share about the Area 15 CPN during an upcoming provider Lunch and Learn session scheduled virtually on May 26 from 12:30 PM to 1:30 PM. T. Canate explained that HCSEF staff would provide an overview of the CPN, and encourage the FCHC providers to assist with engaging clients in the HIV Care Needs Survey. Additionally, T. Canate noted that she would be sharing the [Area 15 CPN Provider Reminder Cards](#) to encourage provider utilization and support new member recruitment.
- M. Howie offered to extend the invitation to E. Martinez as an Executive Committee representative and consumer.

IV. Open Discussion

- E. Martinez shared updates on training modules developed by the National HIV and Aging Advocacy Network and NMAC. He reported that one module has been approved and is awaiting final

authorization before broader community use. He explained that as modules become available, they could be used as future tools for community education and awareness.

- E. Martinez recommended revising the agenda's meeting purpose statement to better reflect the committee's role in community engagement, collaboration, and public relations.

V. Closing and Adjourn

- J. Clarke made a motion to adjourn.
- C. Hollinger seconded the motion.

Meeting adjourned at 10:42 A.M.