



Membership & Public Relations Committee Meeting

August 13, 2026 | 10:00 AM | Zoom

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

Attendees: April Ganzy, Carrie Hollinger, Charlotte Kiehn, Ilemir Otaiza, Michelle Peaslee, Miranda Talley, Myra Howie, Rebecca Issac, Saundra Rangel, Sherry Gizzarelli, Yenicel Ruan, Tiffany Canate (HCSEF)

Excused Absences: Channel Bonner, Jackie Clarke, Natasha Ramalgan, Eric Martinez

Minutes

I. Introductions & Moment of Silence

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

II. Review & Approval of Agenda and Meeting Minutes

- Y. Ruan motioned to approve the Membership Committee agenda and previous meeting minutes as distributed, and C. Kiehn 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 noted that HCSEF had conducted individual outreach to various social service provider agencies across Area 15 including: New Horizons of the Treasure Coast, Volunteers in Medicine Clinic, House of Hope, Tent City Helpers, Treasure Coast Homeless Services Council, United Against Poverty, Substance Abuse Awareness Center, Southeast Florida Behavioral Health Network (SEFBHN), Treasure Coast Food Bank, Mission United Okeechobee. T. Canate explained that each of these agencies were contacted and asked to spread the word about HIV Care Needs Assessment and invited to join to learn more about the CPN.
- No recommendations for additions or removals were made.

B. Website Update (New Updates)

- T. Canate reviewed the July 2026 website metrics:

New Visitors	Returning Visitors	Total Visitors	Total Page Views	Site Sessions
31	0	31	96	42

- T. Canate summarized additional website metrics, noting that most traffic came from direct links or QR codes. Visitors came from Florida, other U.S. locations, international locations, and unknown locations due to hidden IP addresses or VPN usage.
- T. Canate noted that most recently, the Outreach Events calendar had been updated to include the upcoming Virtual Informational Event, and links for the virtual focus groups.
- T. Canate asked partner organizations to consider if they would like to be recognized on the Area 15 site with their names or logos and opened the floor to additional suggestions for website improvements to ensure usability.

- Members noted they liked the color-coding feature included in the Outreach Events Calendar; however, C. Keihn suggested adding a color-code key above the calendar to enhance readability, and a weekly view to the homepage.

C. New Member Applications (if applicable)

- T. Canate reported that there were no new membership applications received through the website or planning email during July 2026.
- M. Peaslee affirmed that no applications were received by mail.

D. Recruitment Strategies & Activities

- T. Canate provided an update on ongoing recruitment activities, including outreach HCSEF staff have conducted through HIV Care Needs Assessment events, focus groups, and community engagement efforts. T. Canate noted that HCSEF staff recently participated in the Martin Indiantown Health Fair, where they provided information about the Area 15 CPN and engaged attendees in English, Spanish, and Haitian Creole. She shared that two individuals expressed interest in learning more about the CPN and are being contacted for follow-up engagement.
- The committee reviewed plans for the upcoming Virtual Informational Event and discussed its potential to enhance community understanding of the Area 15 CPN and promote participation.
- T. Canate reminded the group that the EQA and Planning Committees would not convene in September due to the Virtual Informational Event.
- Following discussion, the committee discussed cancelling the September Membership Committee meeting as well.
- C. Hollinger made a motion to cancel the September Membership Committee meeting, and M. Howie seconded the motion.

E. Public Relations and Community Updates:

- No further updates were shared.

IV. Open Discussion

- C. Hollinger opened the floor to items for open discussion.
- T. Canate shared information about an upcoming webinar for healthcare professionals, "Behind the Science: Ultra-Long-Acting Approaches to Severe Asthma and Treatment Decision-Making," scheduled for August 20, 2026. She noted that the webinar may be a valuable resource for providers and organizations serving individuals with asthma and other chronic health conditions.

V. Closing and Adjourn

- T. Canate reminded the group that with the September meeting cancellation, the Membership Committee would next meet October 8, 2026 at 10:00 AM via Zoom.
- C. Hollinger thanked the partners and called for a motion to adjourn.
- M. Howie made a motion to adjourn, and C. Kiehn seconded the motion.

Meeting adjourned at 10:45 A.M.