



MEETING AGENDA

COMMITTEE: CEC ad-Hoc Youth Advisory Subcommittee

Date/Time: January 24, 2019, 1:00 p.m.

Location: World AIDS Museum **Chair:**

Andrew Ruffner **Vice Chair:** Vacant

1. **CALL TO ORDER:** *Welcome, Review meeting ground rules, Statement of Sunshine, Introductions, Moment of Silence, Public Comment*
2. **APPROVALS:** 12/4/18 Meeting Minutes, 1/24/19 Agenda
3. **STANDARD COMMITTEE ITEMS** (10 minutes)
 - a. Testimonials
4. **UNFINISHED BUSINESS**
None.
5. **MEETING ACTIVITIES/NEW BUSINESS**

<i>Agenda Items/Tasks for next Meeting (Work Plan Item/Goal#)</i>	<i>Information requested (i.e. data, research, etc.) action to be taken, presentation, discussion, brainstorm etc.</i>
Member Event Prep Assignments Update (Handout A)	ACTION ITEM: Review the list of assigned member tasks created. Develop a plan of action to determine logistical next steps.
Event Sponsorships & Marketing (Handout B)	ACTION ITEM: Review the list of suggested sponsors for event, pin down 5 sponsors. Review potential marketing strategies to attract more young adults (18-38 years old).
Outreach Event Timeline	ACTION ITEM: Create a timeline of action items to be completed between January and event date.

6. **RECIPIENT REPORTS**
7. **PUBLIC COMMENT**
8. **AGENDA ITEMS/TASKS FOR NEXT MEETING: Date:** TBD **Venue:** TBD

<i>Agenda Items/Tasks for next Meeting (Work Plan Item/Goal#)</i>	<i>Information requested (i.e. data, research, etc.) action to be taken, presentation, discussion, brainstorm etc.</i>
Event Promotions & Advertising	ACTION ITEM: Discuss advertising and promotions plan/timeline for the spring outreach event.

9. **ANNOUNCEMENTS**
10. **ADJOURNMENT**

PLEASE COMPLETE YOUR MEETING EVALUATIONS

THREE GUIDING PRINCIPLES OF THE BROWARD COUNTY HIV HEALTH SERVICES PLANNING COUNCIL

- Linkage to Care • Retention in Care • Viral Load Suppression •

VISION: To ensure the delivery of high quality comprehensive HIV/AIDS services to low income and uninsured Broward County residents living with HIV, by providing a targeted, coordinated, cost-effective, sustainable, and client-centered system of care

MISSION: We direct and coordinate an effective response to the HIV epidemic in Broward County to ensure high quality, comprehensive care that positively impacts the health of individuals at all stages of illness. In so doing, we: Foster the substantive involvement of the HIV affected communities in assuring consumer satisfaction, identifying priority needs, and planning a responsive system of care
 Support local control of planning and service delivery, and build partnerships among service providers, community organizations, and federal, state, and municipal governments
 Monitor and report progress within the HIV continuum of care to ensure fiscal responsibility and increase community support and commitment



MEETING MINUTES

Committee: CEC Advisory Subcommittee (CEC)

Date/Time: Tuesday December 4, 2018 3:00 p.m.

Location: Government Center A-337

Chair: Andrew Ruffner

ATTENDANCE				
#	Members	Present	Absent	Guests
1	Jackisha Fanfan	X		
2	Priscilla Brown	X		
3	Andrew Ruffner; Chair	X		
4	Jeremy Hinton	X		
5	Jorge Rodriguez	X		
6	Anthony Brautigam	X		
7	Regina Gerbier	X		
		7		
FIRST COMMITTEE MEETING				
				HIVPC Staff
				Jolly, J.
				Oratien, V.
				Johnson, B.
				Recipient Staff
				Anderson, T.

1. CALL TO ORDER:

The Chair called the meeting to order at 3:10 p.m. The Chair welcomed all present. Attendees were notified of information regarding the Government in the Sunshine Law and meeting reporting requirements, which includes the recording of minutes. Chair was unfamiliar with Sunshine Laws. The QM/PCS Manager and a Recipient staff member explained the meeting process and expectations. Attendees were advised that the meeting ground rules are present, for reference. In addition, attendees were advised that the acknowledgement of HIV status is not required but is subject to public record if it is disclosed. Chairs, committee members, guests, Grantee staff and HIVPC staff self-introductions were made. A moment of silence was held.

2. APPROVALS:

None.

3. STANDARD COMMITTEE ITEMS

Testimonials: Each attendee spoke about why he or she wanted to be a part of the committee. Attendees believe they can make a big impact by working with the CEC to formulate and execute events that would draw the needed target audience (spreading awareness). Attendees also want to know more information about what the CEC does so that this information can be taken back and shared with the community. One attendee stated that he is in attendance because he has a wealth of knowledge/experience in the fields of performing arts, fashion and beauty, which directly related to the planning and implementation of the proposed outreach event. All in attendance would like to offer their services or support in any way to help push forward the cause and mission of the CEC.

4. UNFINISHED BUSINESS

None.

5. MEETING ACTIVITIES/NEW BUSINESS

Subcommittee Guidelines: The Chair gave a brief explanation of the last meeting and what was discussed. The QM/PCS Manager explained the purpose of the committee, along with the guidelines under which this committee will operate. Committee members must be present throughout the whole planning process so that the planning can be finalized and presented to the CEC to ensure timely scheduling, marketing and execution of the outreach event.

Membership Drive: Attendees were made aware of the targeted recruitment plans that will be executed in the month of January. There will be no formal meetings in January. It was recommended that the subcommittee have the marketing

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materials for outreach event ready for January so that the advertisement for the CEC outreach event can begin as soon as the calendar year begins.

Finalize Outreach Event: The QM/PCS Manager shared with the attendees the scheduled events for the next upcoming months. It was advised that based on the calendar, the committee should aim for a March 2019 date for the outreach event. The subcommittee Chair followed up by reviewing Handout A. Discussions took place around determining the target age group for the proposed event, as 18-38 is too broad of an age group. Suggestions were made that the target age group should be 21-35, as opposed to the two presented age groups of 18-29/30-38. While the advertisement for the event would not explicitly say the target age group numbers, the mediums used to advertise would draw the desired age group. Liquor sponsorships were brought up, but the HIVPC is not sanctioned to host an event sponsored by an alcohol brand.

The Chair reiterated for everyone to keep in mind the long term impact, in terms of outcomes, that the committee hopes to gain from the events hosted through CEC. The committee discussed the different roles that their agency connections could serve in the planning and execution of this event. Some type of incentive may need to be involved if the goal is to reach young adults. An HIV related raffle / HIV trivia is a possible way to incorporate incentives and education into the event to draw in interested parties. This could be a great way to tie in HIV education to winning a prize. An attendee suggested to involve artists, visual and performing, to create a deeper impact regarding the state of HIV in Broward as well. Social media is a way that the word can spread, and an incentive can be added through this marketing platform (i.e., reposting the event flyer to win a prize). The major goal is to promote information about HIVPC and educating attendees on the importance of the affected communities getting the care that they need.

A high school based organization called FUNclusion (Yesi- will receive contact info from Fanfan), was recommended as a possible partner for the outreach event, as they have produced fashion shows in the past. An attendee who works in case management gave insight on the support groups that they have in their agency. The events held there could be an opportunity for the committee to promote the event. Weekly gatherings/events are held on Tuesday (HIV), Thursday (Youth) and Friday (Social group) nights. SunServe has youth groups- Misty Eyes was identified as a point person.

The Chair reviewed the decisions made in the meeting and the responsibilities members had agreed upon thus far. Members agreed that they will focus on younger age to 35 and start finding young adults to help plan and produce the proposed event of a Fighting Stigma Fashion Show. April 10th was proposed as the event date, as this is National Youth HIV & AIDS Awareness Day. Attendees agreed on Friday, April 12th as the date for the fashion show, as April 10th is a Wednesday. Proposed event time: 7-10pm. Lead in events were suggested as a way to build up to the fashion show event. Recipient Staff made mention of the event being in alignment with the integrated plan for the Planning Council.

Other ideas for the day of the fashion show include:

- Free makeovers
- Create a Project Runway Styled Show to get a full crowd and audience participation,
- Find local artists and involve them in fashion show, to get turnout from their following.
- Have a performer be the opening act.
- Ensure the MC for the event is crowd oriented.
- Have boxing ring stage/runway to go along with fighting stigma title.
- Possibly requiring fashion show models to be infected or affected by HIV.
- ‘Learning to Cope with What You Have’ theme.
- Make the finale a real IN YOUR FACE STIGMA closing.
- Creating partnerships with local clothing/thrift stores: Out of the Closet, consignment shops, etc.

The QM/PC Manager suggested creating a schedule of events to host after the fashion show in order to capitalize on the attention brought to the CEC. This could give the CEC a bigger opportunity to show what HIVPC does in the community and w/ Ryan White. **NEXT STEPS:** Jeremy will contact thrift shops; Daniel will contact Poverello. Fanfan will spearhead going out to recruit and speak with local colleges, and provide contact info for Funclusion organizer.

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Reach out to Kids for a Cure and SunServe to get potential models or volunteers. There may be an open call/auditions for models. ARTSERVE is a potential venue for fashion show. Gilead pharmaceuticals (Alex) / CAN (find a point person) paying vendors for event participation.

Discussion of the last two agenda items; Sponsorship/Marketing and Outreach Event Timeline were tabled until the next meeting, which was set for Thursday January 10th at 3pm. It was reiterated by the QM/PCS Manager that advertisement/flyers should be done by January so that the committee can begin to use other events as opportunities to advertise and promote the fashion show.

6. RECIPIENT REPORT

None.

7. PUBLIC COMMENT

None.

8. AGENDA ITEMS/TASKS FOR NEXT MEETING: Thursday, January 10, 2019 Time: 3:00 p.m. Venue: A-337

<i>Goal/Work Plan Objective #:</i>	<i>Accomplishments</i>
Event Sponsorships & Marketing (Handout B)	ACTION ITEM: Review the list of suggested sponsors for event, identify 5 sponsors. Review potential marketing strategies to attract more young adults (18-38 years old).
Outreach Event Timeline	ACTION ITEM: Create a timeline of action items to be completed through the event date.

9. ANNOUNCEMENTS

None.

10. ADJOURNMENT

The meeting was adjourned at 5:10 p.m.

AD-HOC YOUTH ADVISORY EVENT PREP ASSIGNMENTS CHART HANDOUT A

TASK	ASSIGNED COMMITTEE MEMBER	STATUS
Art Serve Space Rental	Andy/ HIVPC Support Staff	Art Serve is not available on 4/12/19
Contact Thrift Shops about potential partnership	Jeremy – Goodwill Anthony- Out of the Closet	
Contact Poverello	Jose	
Local College Outreach/ Recruiting	Fanfan	
Providing contact information for Funclusion organization	Fanfan	
Reach out to Sun Serve /Kids for a Cure/ etc. for potential models/volunteers		
Event Flyer Design Sample /Advertisements		
Pharmaceuticals & ASO Partnership Follow up (Gilead/Walgreens/CAN)	Gilead- Fanfan Walgreens- Misty Eyes- Regina Pride Center-	
Finding other potential event venues		
Identifying Talent and Designers who would be interested in participating (Art students from Dillard, etc.)		

CEC Event Partners/Sponsorships

Agency Name	Potential Services Offered	Contact Info	Ad-Hoc Member/Follow-up
AHF	Space		
Council of Civic Associations Fort Lauderdale		Michael Albetta 954.560.8649	
NSU/FAU/BC (Davie)			
Museum of the Arts			
FAT Village			
Children's Services Council	Partnership		
OIC			
The Kiki Project			
Pharmaceutical Companies	FREE Catering w/ presentation		
Walgreens, CVS	Donations?		
Young Adult Volunteers		Determine Source of Volunteers & Recruit	LEAD:
Marketing		Determine & Execute Marketing Plan	LEAD: