

**Ryan White Planning Council of the Philadelphia Part A EMA  
Nominations Committee  
Meeting Minutes of  
Thursday, March 9, 2017  
12:00p.m.-2:00p.m.**

Office of HIV Planning, 340 N. 12<sup>th</sup> Street, Suite 320, Philadelphia, PA

**Present:** Kevin Burns, Juan Baez, Michael Cappuccilli, Lupe Diaz, Sharee Heaven, Samuel Romero

**Staff:** Debbie Law, Antonio Boone, Jennifer Hayes

**Call to Order/Introductions:** M. Cappuccilli called the meeting to order at 12:15p.m. Those present then introduced themselves.

**Approval of Agenda:** M. Cappuccilli presented the agenda for approval. **Motion:** S. Romero moved, L. Diaz seconded to approve the agenda. **Motion Passed:** All in favor.

**Approval of Minutes** (*March 9, 2017*): M. Cappuccilli presented the minutes for approval. **Motion:** L. Diaz moved, S. Heaven seconded to approve the March 9, 2017 minutes. **Motion Passed:** All in favor.

**Report of Co-Chairs:** None.

**Report of Staff:** A. Boone directed the group to the social media calendar in their packets. He stated that the social media calendar had been used since the middle of March. He said that the OHP had been working on posting more consistently on their Facebook and Twitter accounts. He noted that the consumer survey had been promoted on social media. He stated that the online consumer survey would soon close.

A. Boone stated that staff wanted to consult with the Nominations Committee about their thoughts regarding social media. He encouraged members to follow the OHP Facebook and Twitter pages and share posts. A. Boone said that the social media calendar laid out different topics for April. He stated that May was left blank and open for input from the group. He said that the group could also review the blog and its archives.

K. Burns asked how to interact with posts on Twitter. A. Boone said that posts could be retweeted, liked, or responded to. L. Diaz stated that Facebook had recently changed their algorithms. She encouraged interacting with the posts by reacting with “Love” or another option aside from Like. K. Burns stated that reposts were also effective.

M. Cappuccilli asked if A. Boone would like to announce the social media accounts in the main meeting. A. Boone said the social media accounts were a work in progress. He welcomed suggestions for individual posts, links, or tweets. He encouraged members to check in at meetings.

J. Hayes expanded on the topics listed on the social media calendar. M. Cappuccilli asked if membership recruitment would include face to face aspects. D. Law said it would, but the social media recruitment materials would be separate. A. Boone encouraged the group to tweet or mention the OHP’s accounts at future events. He noted that the social media strategy had been developed over the last several months and approved by relevant parties.

M. Cappuccilli requested that a formal presentation on social media content be made to the Planning Council in the future.

**Discussion Items:**

- **Membership Review**

D. Law stated that the recent tax certification process had caused some members to be removed from the Planning Council, which currently had 41 members. M. Cappuccilli asked what percentage of the membership was consumers. D. Law replied that the percentage of unaligned consumers was 37%, and the percentage of PLWHA was 44%. M. Cappuccilli stated that the legislative goal was 33% unaligned consumers and the Philadelphia EMA goal was 50% people living with HIV/AIDS (PLWHA).

D. Law distributed a sheet that broke down member representation. She noted that members who were removed from the Planning Council following the tax certification process were designated on the handout. L. Diaz stated that the tax certification process was invasive. She said she had not realized that her water taxes would be reviewed. K. Burns noted that current members had received appointment letters from the mayor's office. He stated that the appointment letter had been sent to his home address and asked if he would be representing that area rather than where he worked. D. Law replied that his representation was still based on his work address.

M. Cappuccilli asked if there were any new membership applications to review. D. Law replied that some applications were reviewed at the last Nominations Committee meeting and approved by general consensus. She stated that new members met the requirements for membership and were consumers. She pointed out that the next round of application review was in the Fall.

D. Law noted that 6 members of the former HPG had been approved for Planning Council membership. She stated that today would be the first Integrated Planning Body meeting. She said there would be representatives from the recipient at the meeting. She stated that 4 new members would also be joining the group today. M. Cappuccilli said that he'd introduce the new members at today's Integrated Planning Meeting.

- **Continue Recruitment Discussion**

M. Cappuccilli asked what community events were coming up in the future. He noted that the Prevention and Outreach Summit was June 7<sup>th</sup>. He asked if it was an all-day event. S. Heaven said that it was. M. Cappuccilli volunteered to sit at the OHP table at the prevention summit to promote the Planning Council. He asked if the OHP would be taking volunteers for the event. D. Law said it was up to the group whether or not they'd like to volunteer for the event. M. Cappuccilli said that he'd help with the event. D. Law noted that J. Baez was doing a panel and would mention the Planning Council during it. L. Diaz stated that she'd ask her supervisor if she would be attending the event.

M. Cappuccilli asked if recruitment could be done in association with Dining In for Life, which happened the week after Dining Out for Life. K. Burns stated the event was mainly attended by service providers from insurance companies and various agencies rather than clients. He stated that he'd talk to others involved in the event about promoting the Planning Council.

D. Law asked the group to follow up on their recruitment "homework." S. Heaven stated that the Department of Housing and Community Development (DHCD) was hosting their housing meetings in April and May. She said the meeting was the 4<sup>th</sup> Tuesday in May. D. Law asked if

she thought there would be people at the meeting who were interested in joining the planning body. S. Heaven suggested that the OHP provide recruitment materials to distribute at the event.

J. Baez stated that he'd be on a panel at the Prevention Summit. He asked if Planning Council representatives could enter the panel and make a brief presentation. He said he'd speak with another organizer to ask if they could go to other sessions and make announcements as well. D. Law noted that no list of panels had been released yet. M. Cappuccilli said he was available to present at panels. J. Baez stated that the presentation would be brief, around 2 minutes. He stated that a list of providers would be available soon.

S. Romero stated that he'd continue to recruit members at his agency's support group. He suggested looking into support groups at other organizations. A. Boone stated that the Executive Director of Siloam would be attending the Planning Council meeting today. He said that Siloam provided holistic services to clients.

M. Cappuccilli asked if a social event would be held this year. D. Law stated that discussions of the social event would follow integration.

**Next Steps:** D. Law stated that the group would talk about trainings and the application for Planning Council membership at future meetings. She said the committee would meet in May. M. Cappuccilli stated that the application for membership would need to be tweaked following integration. He added that the group would talk about a possible social event in the future. J. Baez suggested that the group come up with a script for recruitment.

**Old Business:** None.

**New Business:** None.

**Announcements:** None

**Adjournment: Motion:** L. Diaz moved, S. Heaven seconded to adjourn the meeting at 1:15p.m.

**Motion Passed:** All in favor.

Respectfully submitted by,

Jennifer Hayes, Staff

Handouts distributed at the meeting:

- Meeting Agenda
- March 9, 2017 Meeting Minutes
- Planning Council Membership Demographics (Not scanned)
- OHP Calendar