

**Philadelphia HIV Integrated Planning Council  
Nominations Committee  
Meeting Minutes of  
Thursday, May 11, 2017  
12:00p.m.-2:00p.m.**

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

**Present:** Juan Baez, Michael Cappuccilli, Lupe Diaz, Sharee Heaven, Gail Thomas

**Excused:** Sam Romero

**Absent:** Kevin Burns

**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:** L. Diaz moved, M. Cappuccilli seconded to approve the agenda. **Motion Passed:** All in favor.

**Approval of Minutes (April 13, 2017):** M. Cappuccilli presented the minutes for approval. **Motion:** L. Diaz moved, J. Baez seconded to approve the April 13, 2017 minutes. **Motion Passed:** All in favor.

**Report of Co-Chairs:** M. Cappuccilli suggested that the group consider hosting a social event in the near future.

**Report of Staff:**

- **Social Media Report**

A. Boone stated that he and J. Hayes had discussed asking the Planning Council interview questions to collect quotes on the OHP social media pages and other promotional materials. He provided the group with a few suggestions for questions, and asked them to review them and brainstorm more. Members supported the idea of asking Planning Council members questions that would be featured on social media posts.

A. Boone reviewed the topics that would be posted on social media this month, including Hepatitis C, PrEP, and other prevention topics. He stated that OHP staff would be presenting more information on social media in the future, and asked the group for feedback on what they'd like to see covered. J. Baez asked how the OHP's following compared to other organizations in the area. J. Hayes stated that the OHP had fewer Facebook followers than some other HIV service organizations, but she was not sure of specifics. L. Diaz asked how permission to quote members would be obtained. J. Hayes stated that the group would discuss permission to quote members with M. Ross-Russell.

M. Cappuccilli asked if any local papers had profiled the OHP recently. D. Law replied that they had not. She said that the target for Planning Council membership was the community. J. Baez stated that sharing information about the Planning Council would be helpful. M. Cappuccilli said he'd look into pursuing Planning Council promotion in community publications. J. Baez stated that the prevention aspect of Planning Council operations would interest the community.

**Discussion Items:**

- **Recruitment**
  - **Prevention Summit**

D. Law stated that the OHP had secured a table for the Prevention Summit on June 7<sup>th</sup>. She said the event started at 10am. She stated that staff members would set up the booth before the 10am start time. M. Cappuccilli asked if all Planning Council members would be asked to volunteer for the event. D. Law stated that Positive Committee members would probably stop by, and some might promote the Positive Committee. J. Baez stated that he'd be available to help from 10-11:30am. D. Law said she'd send out more information about the event via email.

D. Law asked the group if they'd be interested in passing out the change purses that were used as incentives from the consumer survey. She demonstrated how to use the product. The group agreed that it was a useful item.

M. Cappuccilli asked if the Planning Council brochure had been updated recently. D. Law said it had not. She stated that the language needed to be updated following integration. M. Cappuccilli asked if the brochure would be used as a recruitment tool. D. Law said it would when it was completed. J. Baez asked if Planning Council members outside the Nominations Committee would be involved in the recruitment process. D. Law stated that the Nominations Committee members were primarily responsible for recruitment

D. Law asked the group if they'd like to come up with a script for recruitment. J. Baez stated that he'd present this script at his panel at the Prevention Summit. He said he'd bring applications along.

D. Law stated that the Planning Council application needed to be updated before the application was distributed at the Prevention Summit. D. Law asked if the group was interested in recruitment or inviting Prevention Summit attendees to the next Planning Council meeting, which would be held the day after the Prevention Summit.

M. Cappuccilli asked if a sign-up sheet would be available at the OHP table. D. Law said that it would. She noted that it was important that participants understood that applications were only reviewed twice a year. L. Diaz asked if the group wanted to recruit consumers or providers for membership. D. Law said that they'd target both. G. Thomas noted that some people did not have access to email.

D. Law said that the group would update their brochure, develop a social media card, and generate a recruitment pitch.

D. Law asked the group to brainstorm the wording for recruitment materials.

Suggestions included:

- Be a part of the solution
- Don't be afraid to speak out
- Your voice matters
- Have your voice heard
- Be negative. Be positive. Be part of the solution. Be involved.

The group decided they'd use the slogan "Be negative, be positive, be involved. Be part of the solution."

They agreed to add, below the slogan:

Have your voice heard at the next HIPC meeting

Thurs, June 8, 2017

2pm

OHP

The newly formed HIV Integrated Planning Council addresses the HIV care and prevention needs of individuals in the greater Philadelphia area.

**Next Steps:**

- **Applications**

D. Law stated that the group would rewrite the Planning Council application to account for integration. She asked M. Cappuccilli to invite prevention representatives to the Nominations Committee in the future to be part of the process of rewriting the application. She said the existing Planning Council application would still be distributed at the Prevention Summit.

**Old Business:** None.

**New Business:** None.

**Announcements:** S. Heaven stated that an activist group had scheduled a meeting with Mayor Kenney to discuss HIV-related housing.

**Adjournment: Motion:** L. Diaz moved, S. Heaven seconded to adjourn the meeting at 1:37p.m.

**Motion Passed:** All in favor.

Respectfully submitted by,

Jennifer Hayes, Staff

Handouts distributed at the meeting:

- Meeting Agenda
- April 13, 2017 Meeting Minutes
- Suggestions for Social Media Interview Questions (Not Scanned)
- OHP Calendar