HIV PLANNING COUNCIL
REGULAR MEETING MINUTES
MONDAY, JULY 28TH 2025, 6:00 P.M.

The HIV PLANNING COUNCIL convened in a REGULAR meeting on MONDAY, JULY 28TH 2025 at 6310 WILHELMINA DELCO DRIVE in Austin, Texas.

Kelle' Martin called the HIV PLANNING COUNCIL Meeting to order at 6:04 P.M.

Planning Council Members in Attendance: None.
Planning Council Members in Attendance Remotely: Kelle' Martin, Alicia Alston, Aran Belani, Marquis Goodwin, Judith Hassan, Liza Bailey, Ashley Garling, Kristina McRae-Thompson, Joe Anderson Jr., and Benito Juarez

PUBLIC COMMUNICATION: GENERAL

None.

APPROVAL OF MINUTES

1. Approve the minutes of the HIV Planning Council regular meeting on June 23rd, 2025.

   The minutes from the meeting of 6/23/2025 were approved as written on Alicia Alston's motion, Kristina McRae-Thompson second on a vote of (10-0). For: Kelle' Martin, Alicia Alston, Aran Belani, Marquis Goodwin, Judith Hassan, Liza Bailey, Ashley Garling, Kristina McRae-Thompson, Joe Anderson Jr., and Benito Juarez Off dais: None. Non-voting: None. Abstain: None. Absent: None.

CONFLICT OF INTEREST DECLARATIONS

2. Members will declare conflicts of interest with relevant agenda items, service categories, and/or service standards.

Joe Anderson Jr. - Early Intervention Services (EIS), Health Insurance Premium Cost Sharing Assistance (HIPCSA), Medical Case Management, Mental Health Services, and Non-Medical Case Management

Marquis Goodwin - Medical Case Management, Health Insurance Premium and Cost Sharing Assistance (HIPCSA), Non-Medical Case Management, Linguistic Services, and Medical Transportation

STAFF BRIEFINGS

3. Office of Support Staff Briefing

Briefing given by Zaria Thomas and Holly Bahamonde. Refer to written report for full details.

4. Administrative Agent Staff Briefing

Briefing given by Ken Martin, Jennifer LeBlanc, and Sherry Lyles. Refer to written report for full details.

5. Part B Staff Briefing

Briefing given by Alicia Alston. Refer to written report for full details.

DISCUSSION ITEMS

6. University of Texas Center of Health Communication (COHC) Collaboration

   Presentation by Dr. Ashley Garling

Presentation given by Ashley Garling. COHC is a research-based media and public relations center. Overview of various advertisement methods to strengthen connections within the community, and outreach methods. There was a 139% increase in website visits within five months, compared to the period prior to launch. Moreover, the COHC garnered a 161% increase in total impressions, totaling 15,895,114 across all multimedia channels. The estimated budget for a similar project is approximately $45,000, which encompasses the expertise of a media specialist, graphic designer, creative lead, and the project manager Catherine Cunningham.

7. Discussion of Performance Measure by Service Category from Administrative Agent Staff

Discussion led by Jennifer LeBlanc. Refer to PowerPoint presentation for further details.

8. Discussion of mock Priority Setting and Resource Allocation (PSRA)

Discussion led by Rashana Raggs. Overview of the PSRA process, and terminology. Refer to PowerPoint presentations for further details.

DISCUSSION AND ACTION ITEMS

9. Discussion and approval of Assessment of Administrative Mechanism tool

Discussion led by Holly Bahamonde. The motion to approve the wasAdministrative Mechanism Tool with edits was approved on Kelle' Martin's motion, Ashley Garling second on a vote of (10-0). For: Kelle' Martin, Alicia Alston, Aran Belani, Marquis Goodwin, Judith Hassan, Liza Bailey, Ashley Garling, Kristina McRae-Thompson, Joe Anderson Jr., and Benito Juarez Off dais: None. Non-voting: None. Abstain: None. Absent: None.

10. Planning Council Member re-nomination

a. Kelle' Martin

The motion to approve Kelle' Martin's re-nomination to become a board member of the HIV Planning Council was approved on Marquis Goodwin's motion, no objections.

b. Dr. Ashley Garling

The motion to approve Dr. Ashley Garling re-nomination to become a board member of the HIV Planning Council was approved on Marquis Goodwin's motion, no objections.

COMMITTEE UPDATES

11. Care Strategies and Engagement Committee

Updates given by Rashana Raggs. Refer to written report for further details.

12. Finance and Assessment Committee

Updates given by Rashana Raggs. Refer to written report for further details.

FUTURE AGENDA ITEMS

13. Discussion of workplan calendar and social calendar

Discussion led by Rashana Raggs. Refer to excel sheets for further details.

ADJOURNMENT

The motion to adjourn the meeting at 7:27 P.M. on Kelle Martin's motion, Alicia Alston second with no objections.

The minutes were approved at 8/25/2025 meeting on Alicia Alston motion, Dr. Ashley Garling second on a vote of (10-0).