



CONSUMERS' COMMITTEE

Tuesday, April 18, 2017, 1:00 – 3:00 PM
LGBT Center, 208 West 13th Street, Rm 101, NY, NY

Planning Council Members Present: Billy Fields (Co-Chair), Katrina Balovlenkov (Co-Chair), Paul Carr, Lisa Best, Maria Diaz (Co-Chair, TCSC), Atif Abdul-Haqq, Matthew Lesieur, Saul Reyes, John Schoepp

Planning Council Members Absent: Randall Bruce (Consumer-At-Large), Kim Watson

Appointed Community Members: Mark Brown, Ron Joyner,

Guests: Myron Gold, Sydney DeCamp, Gordon Moore, Paul Ransom, Winston Wynter

NYCDOHMH: Jose Colon-Berdecia, Cristina Rodriguez-Hart, Melanie Lawrence, Darryl Wong

MEETING MATERIALS DISTRIBUTED:

- Meeting Agenda & Rules for Respectful Engagement;
- March 21, 2017 Meeting Minutes;
- HIV Planning Council Retreat: Consumers Committee Breakout Discussion Notes, 2/16;
- Extraordinary Teams Inventory: Consumers Committee, HRDQ, 2/9/17;
- Consumers Committee Outreach Brochure (2nd Revised Version);
- HIV/AIDS Bi-Weekly Update, NYCDOHMH, 4/12/17;
- Monthly HIV Planning Council, Outreach Report, 9/1/16 – 3/31/17;
- Announcement: HIV Planning Council April 25 Community Briefing on Housing for People Living with HIV/AIDS;
- NY HIV Planning Council April & May calendars;
- Consumers' Committee March 2017 Meeting Evaluation Results; and
- Consumers' Committee April 2017 Meeting Evaluation.

WELCOME/INTRODUCTIONS/REVIEW OF MINUTES

Billy Fields and Katrina Balovlenkov, Committee Co-Chairs, opened the meeting. Members introduced themselves (including new member *Atif Abdul-Haqq*), *Myron Gold* led the group in a moment of silence, the Rules of Respectful Engagement and meeting materials were reviewed and the February 2017 meeting minutes were accepted as presented, with two corrections regarding attendance noted (*Ms. Balovlenkov* participated by conference call and *Ms. Diaz* was unable to make the meeting). *Daphne Hazel*, Chair of Rules & Membership Committee, had been invited to present on the roles and responsibilities of the Rules & Membership Committee but unfortunately has been hospitalized since April 3. The committee sends Daphne their well wishes for a speedy recovery. *Darryl Wong* noted that meeting evaluations have indicated that members are dissatisfied with the consistently late conclusion of committee meetings; members have been asked to arrive in time so that all agenda items may be addressed.

PUBLIC COMMENT

Mr. Gold announced that the Social Security Administration has changed the threshold for eligibility to receive SSI/SSD (Social Security Disability) from 200 CD4s to 50 CD4s.

PLANNING COUNCIL STRATEGIC RETREAT

Mr. Wong reviewed the five indicators/components of Extraordinary Teams: compelling purpose, embracing difference, full engagement, strengthened relationships and profound learning. Definitions

of each of these indicators were discussed and it was noted that compelling purpose was rated in the extraordinary range, with embracing difference, full engagement and profound learning falling in the solid range and strengthened relationships in the ordinary range.

Ms. Balovlenkov reviewed the comments garnered from the Committee breakout sessions in February 2017 regarding *what is working* (advocacy/lobbying, sensitivity, effective consumer engagement and participation and a successful Planning Council structure and the processes to achieve maximum results), *what contributes to its success* (the soul of the PC, an open and welcoming space to foster engagement, staff commitment and a simple and low threshold consumer engagement process), *what could be changed to make our work even more successful* (recognizing successes and challenges each year, as well as acknowledgement of the work and contributions of every PC/Committee member), *what is occurring or not occurring that explains these challenges* (a sense of togetherness and unity, willingness to be open and to listen, networking outside of the committee meeting, periodic review of successes and challenges, a functional conference call-in line and the encouragement of consumers to participate in the committee and *what would make us an extraordinary team* (ensuring that information is available to all to promote informed participation, Planning Council website re-design, determining which social media strategies work best for our diverse population of members, tailored meetings for dis-engaged populations, including youth and MSM, redesign of a more attractive outreach brochure and how to work together regarding public health issues beyond HIV/AIDS).

CONSUMERS COMMITTEE OUTREACH BROCHURE RE-DESIGN

After a very spirited discussion reacting to the latest revisions, the Committee made the following requests:

OVERALL:

- Please increase font size in the narrative section so that it looks proportional to the title and subheadings. The current font size is too small to be legible.
- Please continue sans serif throughout the narrative, not just for titles and sub headings.
- Can the entire text be justified, wherever there is narrative, to create a “cleaner” version (applies to all except Red cover and Purple inside cover)?
- Can the brochure’s fit be adjusted so that when folded into a tri-fold, the red front cover is bordered on all four sides with white? Also, can the red page right margin end at the tri fold and not carry over into the white space?

FRONT COVER (Red):

- Replace positive sign with a red ribbon on a white background for that middle cell
- Photos:
 - They appear to be very grainy. Can the resolution be improved so they don’t look so fuzzy?
 - Can the Getty photo credit appear elsewhere, instead of on the cover?
 - Can the photo of the older Hispanic woman be replaced with a slightly younger Hispanic woman (maybe 50s or 60s instead of 70s)

INSIDE COVER (Purple background)

- Insert a comma in between Nothing About Us and Without Us.
- Place three additional photos (placed vertically, wherever it is most visually pleasing) in purple space Under Nothing About Us, Without Us:
- African American older male or female in wheelchair
- Heterosexual (male & female) mixed race younger couple, i.e., African American and Latino ethnically ambiguous younger female (African American/Latino/Asian)

ROLES & RESPONSIBILITIES

- Under SUPPORT and REPRESENT, insert “of New York City” after five boroughs and insert “and” before Westchester, Putnam and Rockland Counties
- Under ENCOURAGE, remove City.

BACK COVER (RED PAGE)

- Insert “a” between once and month
- Remove “updated” before Consumers Committee (3rd paragraph), since we would not post out of date calendars.

Several committee members, including Community Co-Chair Matthew Lesieur, urged the group to avoid placing too much emphasis on individual and personal likes, dislikes and overall reactions to the brochure. The comments from this meeting will be relayed to the graphic design vendor through the NYCDOHMH Bureau of Communications.

PLANNING COUNCIL COMMUNITY OUTREACH ACTIVITIES: September 2016- March 2017

Jose Colon-Berdecia, Planning Council Community Outreach Coordinator, asked each member to recruit one person from each organization/network with which they are affiliated or seek care. In particular, outreach is focusing on organizations serving transgenders, women, young MSM, the un-documented, MSM not identifying as gay, the formerly incarcerated, representatives from all 5 boroughs. Members were asked to also please share community advisory board (CAB) affiliations and contacts, if possible.

PUBLIC COMMENT/NEW BUSINESS/BOROUGH UPDATES/ADJOURNMENT

Melanie Lawrence distributed flyers for the Planning Council Community Briefing on Housing for PLWHAs to be held on Tuesday, April 25 at Baruch College.

The PSRA Committee recommended that the draft scenario plan be accepted by the Executive Committee for consideration. The Tri County Steering Committee recently received an extensive presentation on Immigration rights in New York State.

NYAHOF, the New York Association of HIV Over Fifty meets every second Tuesday from 9-12 at GMHC. On June 14, from 9-12, GMHC will host John Ruscillo of HASA for a discussion as well as a talk from the Social Security Administration.

There being no further business, the meeting was adjourned at 3:15 pm.