



**Marin HIV/AIDS Care Council Meeting  
MINUTES**

**Wednesday, October 9, 2013**

**4:30p.m. - 6:30p.m.**

**3240 Kerner Blvd.**

**San Rafael, CA 94901**

**Connection Center – Room 110**

Larry Meredith, Ph.D.  
DIRECTOR

Margaret Kisluk  
DIVISION DIRECTOR

HIV/AIDS Services

Community Health &  
Prevention Services  
899 Northgate Drive  
Suite 415  
San Rafael, CA 94903  
415 473 7590 T  
415 473 6266 F  
475 473 3232 TTY  
www.marincounty.org/hs

**Council Members Present:** Kevin Cronin, Trinity Dushon, James Frazier, Deborah Kasel, Walter Kelley, Jennifer Malone, Scott Marcum.

**Council Members Absent:** Roy Bateman(AE), Elaine Flores(AE)

**Staff Present:** Cicily Emerson, Chris Santini, Michael Schieble.

**Public:** Craig R. Combs, Jami Ellermann, Lawrence Naderhoff, Omar Solis

**I. Call to Order.**

Co-Chair Marcum called the meeting to order at 4:43p.m.

**II. Roll Call.**

Roll was called and quorum was established with 6 of 9 Members present.

CM Dushon arrived after the roll call and the attendance increased to 7 of 9 Members present.

CM Bateman(AE) was on vacation and absent and excused.

CM E.J. Flores(AE) was absent and excused.

**III. Review and Approval of Agenda - VOTE**

CM Frazier motioned to approve the agenda. CM Kasel seconded.

A voice **vote** was conducted. No objections were heard.

The agenda was approved.

**IV. Review and Approval of September 18, 2013 Minutes – VOTE**

CM Kasel made motion to approve the September 18, 2013 minutes. CM Frazier seconded.

Council Members reviewed the draft minutes. A voice **vote** was conducted. All were in favor.

No objections were heard. The minutes from the September 18, 2013 Marin HIV/AIDS Care Council meeting were approved.

**V. General Announcements**

C. Emerson announced that on October 24, 2013 from 4:30p.m. to 6:00p.m. there will be a five year anniversary celebration for the Health and Wellness Campus, held at 3240 Kerner Blvd. San Rafael.

CM Kasel announced that the next meeting of the Marin AIDS Project / M.A.P. Task Force is October 22, 2013, at 6:00p.m. at M.A.P.

**VI. Co-Chair Report**

Co-Chair Marcum presented Certificates of Appreciation to: 1.) K. Cronin for his service as Council Co-Chair from October 2012 to September 2013. 2.) T. Dushon for the completion of his first term (09/14/2011-09/13/2013).

Co-Chair Kelley presented a Certificate of Appreciation to S. Marcum for his service as Council Co-Chair from October 2012 to September 2013.

Co-Chair Kelley distributed a handout titled, "Testing for Tickets – Proposal", read the introduction and described the event. The event is designed to "...increase testing, so that 100% of the Bay Area's young people know their status". Testing sites in Alameda, San Francisco, San Mateo, and Marin Counties would participate and each person tested would receive a free ticket for a show case event.

The proposal included information on testing, the showcase event, participating Agencies, a budget, and other expenses. Although testing is a prevention effort, Co-Chair Kelley was soliciting support and feedback from Care Council Members.

## **VII. Public Comment**

None

### Discussion of Instructions for Public Comment

M. Schieble reported that he contacted Mark Molnar – Director, San Francisco EMA HIV Health Services Planning Council. The San Francisco Co-Chairs instruct Council Members and members of the Public to limit their comments to three minutes and Council Members do not respond to public comment.

Marin Council Support will be working with the Care Council Co-Chairs to develop a script to instruct members of the Public, prior to taking public comment at the meeting.

## **VIII. Division of Public Health Report**

C. Emerson reported: 1.) San Francisco HIV Health Services and Prevention are developing a plan to merge. On October 28, 2013, will be a joint meeting of the San Francisco Planning Council and Prevention Council. 2.) A strategy is being developed for prevention and testing for the MSM population in Marin. 3.) On September 23, 2013, the San Francisco HIV Health Services Planning Council reviewed and approved the 2014-'15 Marin Part A Funding Allocation. Co-Chair Marcum attended the San Francisco meeting, as did CM E.J. Flores and CM Kasel. C. Emerson reminded Care Council Members that there is a grievance policy for Providers and a conflict resolution policy for Council Members. 4.) Larry Meredith will be meeting with Kaiser regarding reimbursement for services to Kaiser patients using Ryan White funding.

The webpage was projected and M. Schieble gave an overview of the revised Marin HIV/AIDS Care Council home page found at [www.marinhhs.org](http://www.marinhhs.org). CM Malone suggested that "mental health" be added to the list of service categories.

## **IX. Membership**

### San Francisco Meeting Attendance

Council Support reviewed the Attendance policy, *Marin HIV/AIDS Care Council Member Handbook*, page 30. "Attendance... Care Council members are expected to attend one San Francisco HIV Health Services Planning Council meeting per term".

Council Members reported:

Trinity Dushon attended July 22, 2013 San Francisco Council meeting.

Elaine Flores (reported by C. Emerson) attended the September 23, 2013 San Francisco Council meeting.

Deborah Kasel attended September 23, 2013 San Francisco Council meeting.

Walter Kelley attended January 28, 2013 and July 22, 2013 San Francisco Council meeting.

Scott Marcum attended September 23, 2013 San Francisco Council meeting.

CM Cronin, CM Frazier, CM Malone each reported that they had "not yet" attended a San Francisco Council meeting.

### Membership Recruitment Planning

Council Support described Membership recruitment efforts that had been done in the past by the Membership Committee and the Care Council. The need for Membership recruitment was reiterated and all Council Members were encouraged to participate in the effort.

Suggestions for recruitment included: 1.) Revising/updating the recruitment flyer (English and Spanish). 2.) Including the Membership flyer in the Satisfaction Survey mailing in February 2014. 3.) Research posting criteria and resume posting flyers at Starbucks locations. 4.) Update volunteer opportunity posting on [www.volunteermarin.org](http://www.volunteermarin.org). 5.) Include flyer in periodic mailings (e.g. food cards) to Clients by Service Providers.

6.) Recruitment table at the Testing for Tickets event. 7.) Council Members attending and making a recruitment pitch at HIV+ support group meetings. 8.) E-mail campaign to Marin companies and government offices to request volunteers. 9.) Contact Covered California / Marin Office, Kaiser – Marin, and Marin Community Clinics to request volunteers. 10.) Form a Care Council – Workgroup to focus on Membership.

C. Emerson commented that word of mouth recruitment, by Care Council Members, had produced the best results. Council Members were encouraged to “extend a Membership invitation” in the coming weeks.

C. Santini added, in addition to the need for Consumers, as new Members, there is a need for “experts”, potential members that could advance the Council’s knowledge and understanding.

Public Comment: None

## **X. Community Outreach and Advocacy**

### 2013 BiNational Health Week

C. Emerson reported that the BiNational Health Week events were held last weekend. HIV prevention outreach to Latino families was conducted at the Bahia Vista event, with an outreach worker present. Outreach in Novato was done at the farmers market.

The Care Council did not participate in this year’s BiNational Health Week events, since the Council’s focus was on reallocation resulting from funding cuts.

### Suggestions to Increase Client Satisfaction Survey Response Rates

There was a broad discussion about requiring Consumers to complete a Satisfaction Survey. CM Kasel gave the example, “If you don’t get labs done, your ADAP will get cut off”. CM Dushon suggested that completion of the Survey would be required for Clients receiving food cards. CM Cronin commented, “If you made people come in, they would be really pissed off”. CM Malone suggested that anyone coming in for services would receive a survey. It would be a “rolling survey” process, instead of the annual survey mailing. There was not a consensus about making the Satisfaction Survey a requirement for Clients.

CM Kasel suggested increasing the amount of the incentive received for completing the Survey and offering an on-line Survey option (with receipt) as an alternative to the Survey by mail. CM Malone suggested mailing the Survey in a colored envelope to increase visibility from other mail.

### Public Comment:

Jami Ellermann suggested stamping the envelope “do not discard”, to communicate the importance of the contents.

Lawrence Naderhoff suggested marketing and announcing the Satisfaction Survey the month prior. In January, the food card mailing would include a flyer announcing February as Satisfaction Survey month.

### Other Methods to Solicit Client Feedback

Suggestions included: 1.) Conducting a needs assessment (JM). CM Malone commented that a needs assessment had not been done in a number of years. C. Santini commented that the current Satisfaction Survey includes a question, “Are there any needs you have that are not being met?” Clients respond and “everybody has something”, but there is no majority response. C. Emerson added that Part B funding could be used to pay for a needs assessment. 2.) Survey monkey (on-line survey tool) (CS). 3.) Focus Groups (DK).

CM Kasel commented that in addition to getting feedback via Focus Groups, it is a way to have HIV+ individuals connect. 4.) Focus Groups by invitation (TD). CM Dushon suggested that Case Managers would contact selected Clients to attend. This set up would insure attendance and provide a variety of opinion. 5.) Online survey on Care Council homepage (MJS). M. Schieble projected the “simple” one page survey on the DMV website that can be completed at any time.

CM Dushon shared his experience completing a survey prior to seeing his doctor as part of a scheduled doctor’s appointment.

### Public Comment:

Craig Combs “As a Client, my name is Craig Combs. I know that I respond more readily to an actual phone call from an Agency.... (tape inaudible).

## **XI. Discussion of 2013 and 2014 Meeting Calendar**

### December 2013 Care Council Meeting

CM Kasel made a **motion** that the Care Council will not meet in December, on the scheduled date of December 11, 2013. CM Malone seconded.

In December 2012, the Council did not meet, however some Council Members attended a Holiday party at M.A.P.

A voice **vote** was conducted. All were in favor. No objections were heard. The Council will meet in November 2013 and will not meet in December 2013. It was noted that the January 2014 Council meeting location will be 899 Northgate Drive – 4<sup>th</sup> Floor conference room.

### November 2013 Community Forum Planning

CM Kasel made a **motion** that the November Agenda include a discussion of a Community Forum in Spring 2014. CM Malone seconded.

The Co-Chairs suggested a Forum date of May 14, 2014.

A voice **vote** was conducted. All were in favor. The November 13, 2013 agenda will include a discussion about a Community Forum in Spring 2014.

Council Support requested that Council Members carefully review the November 13, 2013 agenda for the meeting location. The meeting location had not been confirmed.

C. Emerson offered to contact the Office of Aging and Adult Services to arrange a presentation for the November 2013 Council meeting. Marin's HIV+ demographic is unique in having many older adults compared to the other counties in the EMA.

Public Comment: None

## **XII. Next Steps – New Business**

Next Meeting: November 13, 2013 – Location *to be confirmed*, Center, 4:30p.m. – 6:30p.m.

### **Next Step / To Do's**

- Agenda Item - CE / schedule Office of Aging presentation – Nov, 2013 agenda.
- Agenda Item – Debrief 2014-'15 Allocation process. Determine training needs.
- Agenda Item – 2014 Forum preparation.
- Agenda Item – Client education on money management.
- CE - Forward e-mail / Health & Wellness Campus 5 year anniversary celebration, October 24, 2013
- CE – Forward e-mail reminder for October SF Planning Council meeting.
- CS – Confirm Nov. meeting location / Connection Center?
- CS – Reserve 899 Conference Room, Jan.- April Council meetings.
- CS – Edit Care Council webpage, paragraph II add “Mental Health”.
- CS – Research addition of web based survey page (like DMV feedback page).
- CS – Edit/update Membership Application Form / page 2 of 5 “Title III grantees” and “Title IV grantees”.
- MJS – Review tape and complete Aug. 7, 2013 meeting minutes.
- MJS – e-distro updated Council Directory.
- MJS – Update [www.volunteermarin.org](http://www.volunteermarin.org) Care Council membership opportunity.
- MJS – Draft Co-Chair script for Public Comment.
- EJF – Contact Starbucks for community bulletin board posting policy.

## **XIII. Meeting Adjourned at 6:30p.m.**