

Steering Committee
Action Minutes From Meeting:
November 16, 2006

Members Present: Emalie Huriaux, Thomas Ganger, Isela Gonzalez, Tracey Packer, Perry Rhodes III, and Frank Strona.

Members Absent: Gayle Burns, Ed Byrom

Public: Michael Petrelis

Professional Staff: Dara Coan (HPS), Kym Dorman (Harder & Co), Eileen Loughran (HPS), Vincent Fuqua, Michael Paquette (HPS), Lisa Reyes (HPS), Kathleen Roe (Process Evaluation) and David Weinman (note taker).

1. Welcome and Announcements

- Co-Chair Tracey Packer called the meeting to order at 3:07 PM. She asked attendees to introduce themselves and make announcements.
- Emalie Huriaux gave a brief update on the Harm Reduction Conference.
- Tracey announced that Gayle Burns would be absent due to illness.

2. Public Comment

- Michael Petrelis noted that there has been much talk about, "Respectful engagement" at the HPPC but wanted to bring to the Council's attention to the hostility in social messages aimed at Gay men for the last 25 years.
 - ⇒ He cited campaign text such as: "Who gives an F," "Don't be a bitch," and (HIV is a) "Ticking time-bomb."
- He asked the Council to initiate a break from social marketing campaigns.
 - ⇒ He noted that one can't go to a sex venue, onto a website, or read a gay publication without seeing messages with hostility; which amounts to 25 years of disrespect.
- He suggested that the rate of sero-conversion in SF is down due to individuals' sero-sorting not because of interference from the DPH.
- Tracey noted that Michael Petrelis had talked with her prior to the meeting about an alternative way to make public comment during the winter months or due to health issues.
- She reported that she will investigate this. She did point out that there were no facilities to receive phoned in comments at the Quaker meeting place which is the Council's regular meeting venue.
- Michael Petrelis did not comment on these remarks.

3. Approval of Minutes from 10/26/06

- Motion was made and seconded to accept the minutes from the 10/26/06 meeting. No discussion was offered. The vote was by roll call

Member	Vote
Gayle Burns	Absent
Emalie Huriaux	Yes
Thomas Ganger	Yes
Frank Strona	Yes

Member	Vote
Isela Gonzalez	Yes
Tracey Packer	Yes
Perry Rhodes III	Yes

- The minutes were approved.

Steering Committee
Action Minutes From Meeting:
November 16, 2006

4. Committee/Co-chairs Business

- Process Evaluation
- Kathleen Roe distributed these documents: "*Process Evaluation... Three Words*," "*Process Evaluation... survey results*," and "*Participant Dialogue Boxes*." Copies of these are available to absent members upon request. Her additional comments included the following.
 - ⇒ In the past candidates for Co-chair have made statements, even when there was only one, and the Council may be well advised to reintroduce this practice.
 - ⇒ Might be worthwhile to start the new year with a vision statement on leadership.
 - ⇒ One member said the meeting felt somewhat predetermined and boring.
 - Sometimes Community Planning is a little predetermined, due to all of the advanced work that goes into each Council meeting.
 - Perhaps the predictability should be included in members' orientation.
 - Meetings toward the end of the year tend to be even more predictable as they report Committee work, as contrasted to outside reports earlier in the year.
- Comments and Questions
 - ⇒ Tracey suggested the whole Council discuss the Community Planning process; what it means, how it works, and how members reach broader agreements than the interests of their individual constituencies.
 - ⇒ Isela Gonzalez noted that the Council is at a point in the year when it is wrapping up its work and should be in general agreement, adding that at orientation, 12 months earlier, that seemed an impossible task.
 - ⇒ Perry Rhodes III pointed out that when joining the HPPC some members come from a perspective that the HPPC is the obstacle, the one blocking prioritized funding.
 - He highlighted his own experience as such, but when he started working with the HPPC he found, as most members do, that everyone is on the same side.
 - ⇒ In community planning, Perry noted, sometimes it takes awhile to talk it out and understand that we are not enemies.
- Follow Up from Meeting (11/09/06)
- Tracey noted the suggestion from Michael Petrelis' today and through a phone message to her, of a cessation on social marketing for a period of time from the DPH to the Gay Community. Discussion ensued including the following.
- Michael Petrelis suggested the Steering Committee move: "It shall be the policy of the HPPC that there should be a two-year moratorium on social marketing to the gay community."
- Michael Petrelis said that a lot of social marketing messages are fear based.
- Perry indicated that he is open to a debate about some of the messages, but expressed concern that new people coming into SF might not be over saturated by messages regarding HIV.
 - ⇒ He added that it makes him nervous to have a total moratorium.
- Thomas Ganger said that he is against the negative messages, but not all messages.

Steering Committee

Action Minutes From Meeting:

November 16, 2006

- Frank Strona noted that the question has often been raised about oversight of these campaigns, and is there an ethic to such campaigns that can be maintained?
 - ⇒ He asked if a Gay community materials review body could be developed.
 - ⇒ This would be important to look at and, he added, a role the HPPC may be able to play.
- Emalie Huriaux suggested that it might be hard to define the boundaries of 'social marketing'.
- She added that she is very much against fear-based campaigns, finds them offensive, and doubts they are effective.
 - ⇒ She also wonders how effective a moratorium might be in a community such as SF that has so many external media influences.
- Perry suggested a moratorium might also stop positive messages.
 - ⇒ He added that things like the Philadelphia ad were focused on specific age groups.
- Tracey said that perhaps the Council could develop standards, that although the Council requires messages be tested, perhaps that is not enough.
- Michael Petrelis suggested the Council debate/discuss this topic.
- Perry pointed out that what offends one person, may not offend another.
- Isela noted that she feels as if she is from a community that is often left out and questions who makes the decision on who to target in these campaigns.
 - ⇒ She pointed to some recent social marketing campaigns, which were inclusive and helpful to the Latino community.
- Tracey suggested that each social marketing campaign should have a goal specifically relating to the HIV Prevention Plan.
- Emalie noted that some positive social marketing also needs good evaluation and objective review; she noted a recent example of the "*Fix with a friend*" campaign although perhaps positive, wasn't clear (people didn't get) and wasn't effective.
- Kathleen suggested a discussion of social marketing would be useful for the Council.
- Tracey added that this is something the larger body should discuss.
- Committee Reports
- Copies of the document entitled, "*Committee Reports for the Steering Committee November 16, 2006*" were distributed, copies are available to absent members upon request.

5. Review December 14th HPPC Agenda

- Copies of the draft agenda for the December HPPC meeting were distributed. Copies are available to absent members upon request. The meeting will focus on teambuilding & communication training for Council members and will not be a business meeting. Tracey reviewed the document with attendees. Discussion ensued.
- 2006: An Overview of Our Work
- Kathleen provided an overview of what she intends to present including the following.
- How the evaluation ratings have fluctuated this year and how this compares to cycles / patterns seen in past years.
 - ⇒ This may include a calendar of key points in the year such as responding to the cooperative agreement.

Steering Committee
Action Minutes From Meeting:
November 16, 2006

- Looking forward:
 - ⇒ Keeping balance, between efficiency while being open to new ideas;
 - ⇒ Dealing with the attendance policy, which has been an issue for 10 years with the same tough struggles including members' health, HIV related work schedule, and the like;
 - ⇒ Determining the effectiveness of Committees - especially when they are small;
 - ⇒ The difference between vision and problem-solving
 - With next year's particular challenge of unifying several visions; and
 - ⇒ Members' continuing need to learn how to balance advocating for their communities while looking at the larger picture - which is the essence of the community planning process.
 - One of the great successes of 2005 has been the smooth transition from the leadership of Steven Tierney to the interim period under the leadership of Tracey Packer.
 - ⇒ In 2007 a new HPS Director may come in without an understanding of the vision that has come before, or without a vision of what community planning has meant in SF.
 - ⇒ Part of the HPPC's task is clarifying its vision to prepare the way for a new director.
 - The process was smooth in 2006 because the Council worked through each step of community planning, often taking very small steps after long discussion and debate.
 - Kathleen offered her help in providing historical background on how the Council got to where it is, noting that very little of its process or procedure is accidental.
 - She also suggested a game - "*What's on Betty Chan Lew's car!*" - since almost everything brought to the meetings is based on years of experience and experimentation of the HPS staff.
6. **Update on Attendance Policy Workgroup**
- Tabled to the next meeting.
7. **Follow Up on Scope of work for 2007**
- Tracey distributed the document entitled, "*PROPOSED 2007 HPPC COMMITTEES*," copies of which are available to absent members upon request. She explained that the standing Committees would remain unchanged: Community Liaison /Membership Committee and Steering. She noted that the Points of Integration between Prevention and Care Committee was recommended to continue in 2007. She then outlined the other proposed Committees:
 1. **Substance Use Issues and Structural Solutions**
 - ⇒ This committee will explore issues related to substance use and HIV and make recommendations for structural and other solutions aimed at prevention of HIV.
 2. **Show Me the Data! Getting Ready for SF's Next HIV Prevention Plan**
 - ⇒ This is a pre-Plan writing Committee - due to be written in 2008, published in 2009.
 - ⇒ Would include gap analysis based on research and needs assessments.
 - ⇒ This Committee would follow up on the 2006 Strategies and Interventions Committee's work as well as other Committees' since the last Plan's writing.
 - Comments

Steering Committee
Action Minutes From Meeting:
November 16, 2006

- Frank suggested the proposed list of committees misses the work of the 2004 Evaluation Committee.
 - ⇒ Dara Coan suggested finding a means other than a Committee to continue that work.
 - ⇒ Perry suggested that it may be part of what the "Show me the Data Committee" looks at.
- Frank pointed out that part of the vision of the 2004 Evaluation Committee was to look at evaluation as an on-going positive structural process, moving away from the punitive.
- Tracey suggested putting this as a project under the Show me the Data Committee.
- Kym Dorman suggested a short presentation to members about the linkage between narrative / story / project and a new approach to evaluation.
 - ⇒ Frank added that this would be a good way to show members that what the Council did three years ago links with what it is doing now.
- Emalie asked for an update on the 2005 Substance Use and HIV Risk Committee's recommendations and it was explained that:
 - ⇒ The definition has been accepted and will be incorporated into the next Plan.
 - ⇒ The HPS is working on the recommendation in Motion 2, has updated the Co-Chairs on its progress and is due to make another update in the near future.
- Motion was made and seconded to: Accept the Proposed 2007 HPPC Committees. There was no further discussion. Vote was by roll call.

Member	Vote
Gayle Burns	Absent
Edward Byrom	Absent
Emalie Huriaux	Yes
Thomas Ganger	Yes

Member	Vote
Isela Gonzalez	Yes
Tracey Packer	Yes
Perry Rhodes III	Yes
Frank Strona	Yes

- The motion was approved unanimously.

8. Closure and Evaluation

- Kathleen asked members if there is anything that they would like to do differently regarding process evaluation in the future to please let her know by email.
- The Committee agreed by consensus that it will not meet in December.
- This, the final meeting of the Steering Committee for 2006, adjourned at 5:00 PM.

The minutes were prepared by David Weinman and reviewed by Eileen Loughran and Tracey Packer.

***THE NEXT MEETING IS SCHEDULED FOR THURSDAY 1/25/07
FROM 3:00 PM TO 5:00 PM - 25 VAN NESS AVE., SUITE 330 A***