

Rochester Area Task Force on AIDS, Inc.

Finger Lakes Health Systems Agency
1150 University Avenue
Rochester, NY 14607
Phone 585-461-3520 Fax 585-461-0997 TTY 585-461-4075
Toll Free 1-877-474-0141
E-mail ratfa@flhsa.org

TESTING DAY COMMITTEE

MINUTES

02/28/05

Present: Sher Baechtold, Jeff Bookhart, Michael Booth, Julian Brown, Ramon Cintron, Deborah Dent, Sady Fischer, Allen Forbes, Carol King, Pearlie Luttrell, Patty Ross, Roscoe Skinner, Vernon Williams, Pat Zacharias.

Review of Minutes:

Julian motioned that the minutes be accepted and Ramon seconded the motion. The minutes were accepted as written.

Who should be at the table?

The committee discussed which agencies have not gotten involved so far this year and people volunteered to contact them and invite them to the next committee meeting. The agencies identified are:

- PRYD – Jeff
- Anthony Jordan – Jeff
- STD Clinic – Michael
- Action Front Center – Allen
- Gay Alliance
- Kodak – Julian
- WDKX – Julian
- Rural Opportunities – Ramon
- City Recreation – Pearlie

Funding:

Pat reported that the Perinatal Network had donated \$1,000 to the Testing Day Event. She asked the committee to reconsider using gift cards for incentives. The goal this year is to test 675 people. If we were to give each of those people a \$10 gift card we would need to raise close to \$7,000. Michael suggested that maybe each agency should be responsible for its own gift cards.

Pat also reported that the letters to the Drug Company Reps were mailed out last week and Patty Ross will do follow up calls.

Committee Reports:

Media – Julian reported that WDKX will collaborate with Project Wave to do a week of advertising for Testing Day. On Testing Day WDKX will broadcast from the two biggest events. Julian just received the press release from NAPWA. RNews and Channel 10 are on board. Someone noted that Luis Lespier is trying to plan the Ibero event for 2 weeks before Testing Day. The committee decided to ask him to change the event date to June 25. Having the two major events on the same day has proved effective in the past. June 1 will be the start of the media blitz.

Outreach – Jeff reported that the Street Outreach Collaborative will do the outreach.

Logistics – will meet at a later date when more of the plans have been made.

Rural Counties – Allen reported that Livingston County will do its own Testing Day activities and NYS DOH will promote it.

Incentives – No report.

Agency Plans:

MOCHA is planning something for June 27.

Huther Doyle is planning something for June 27.

McCree/McCuller will hold is event on Saturday, June 25 from 11:00 AM to 4:00 PM at Bulls Head Plaza.

Next Meeting: Monday, March 28 at 3:00 PM at FLHSA. Individual work groups may meet at 2:00 PM the same day.

Next Meeting: Monday, March 28 at 3:00 PM at FLHSA.