1. **Call to Order**
   Mayor Pamn Henderson called the meeting to order.

2. **Welcome: Angela Bradley, Transit Program Administrator**
   Ms. Bradley said the meeting was held because her office received a request to put artwork on their demand response vehicles. Ms. Bradley said her office was asking for more input and direction from the subcommittee and possibly from the TPO.

3. **Review of Proposed Artwork**
   Mr. Rick Vitele addressed the board, stating that he is from the Florida Department of Health in Bay County. He is an HIV program coordinator. He said he has been heavily involved in the local community as well as an area that encounters six other counties in the surrounding area.

   Mr. Vitele said the face of HIV has changed drastically recently in the area. He said there has been an increase in Bay County, including ages 18 through 24 years. The number of people testing positive for HIV doubled from 2016 to 2017. He said the way they do business for HIV has changed. He said it is more by elimination than it is of cure. He said they are trying to eliminate HIV infections, and new infections. He said the elimination of HIV is being accomplished through medications. He said medications are out for people who are HIV, and then they become virally suppressed. This means when an individual with HIV is virally suppressed the quality of life improves, and the chances of passing the disease to other people is null. He said undetectable means untransmittable.
Ms. Bradley asked for information on the campaign. Mr. Vitele said they are promoting and asking for more people to be more empowered for testing. He said they are targeting pregnant women because there has been an increase in pregnant women that are HIV positive. He said they are encouraging pregnant women to be HIV tested.

Mr. Vitele next spoke regarding their prep clinic. He said prep is for people that are high risk but not HIV positive. He said if people take a certain drug once a day they cannot get HIV. When they do the process by elimination, they are referring to people that are untransmittable and cannot get the disease. Ms. Bradley said the campaign is addressing people that are high risk.

Mr. Vitele said the processes have been time tested and marketed ideas through the state of Florida and have been tested for over a year. He said the campaign he chose is less provocative than any of the other ads shown in the handout he provided. He said they are encouraging people to empower themselves to not get HIV.

Mr. Vitele said his program has generated approximately $3 million in the last two years which was recognized by the State as best practice. He said Bay County is the leader in the state.

Commissioner Friend asked Mr. Vitele where they are spending some of the other dollars. Mr. Vitele said they spend on billboards, radio, and television.

Ms. Bradley said her staff tried to work through FUEL Media to use just wording and not pictures. Mayor Henderson said there was no opposition to the message, but they don’t want to have something on their buses that would be a negative connotation for the trolley system. She thought it could generate negatively. Mr. Vitele said they recognize HIV as an epidemic and a serious disease and it is good for young people to ask questions; otherwise the young people end up in their clinics at the ages of 18 to 24 years old.

Commissioner Friend said they need to be conscious of the fact that it is public transportation and it is public money. He said it is their billboard, not a private company. He said whatever they put on the transit system belongs to the residents of Bay County. He said the subcommittee decisions are based on what their constituents want to be put on their billboard. He thought it would be expedient to spend the dollars on billboards, print, radio, television, and not on the buses. He felt using buses was targeting a limited market.

Mr. Vitele said the reaction to all their advertising has been positive. He said the bus route they were asking for is very limited, i.e. for the demand response vehicles. The advertising on the vehicles is viewed by all seeing the vehicles in passing.

Commissioner Friend said some the issues were based on the pictures involved and suggested using only the wording. Ms. Bradley said they had discussed using only the wording.

Mr. Vitele said he is planning to launch five other campaigns and hoping to use the public transportation. He said they are getting ready to launch a hepatitis-C clinic. He said the population base is 176,000 and HIV is at epidemic levels in the area.

Commissioner Friend said he did not want to hide the fact that HIV and other diseases are issues in the county. He thought the picture of the message could indicate that they were promoting
and supporting the lifestyle that was presented. He said he wanted to be supportive of vehicle advertising if Mr. Vitele determined that the marketing dollars are better spent on public transportation.

Commissioner Friend asked who are the top people in Bay County that get HIV. Mr. Vitele said African Americans, men, women, ages between 18 to 25; the older African American generation starts at 35 to 45 years. He said they are seeing a lot of African Americans. Commissioner Friend said there are options such as an African American, and/or a female, and the pregnant women.

Commissioner Friend asked if they can use only words, or if they have to use pictures of people. Mr. Vitele said he thought people are most effective. Ms. Bradley said she viewed the State’s website to view other campaigns. She said there were men, ladies, and African Americans.

Commissioner Friend said he understood that there are options and perhaps they could come back with some different options. Mr. Vitele said if they prefer only one person on the bus he would make that happen.

Mayor Henderson asked if they wanted to use some options. Ms. Bradley said they would use options if that is what the committee wanted.

**Commissioner Friend made a motion that they decline the marketing material as presented and ask for additional marketing material for a later date. Commissioner Hamm seconded the motion.**

Mayor Henderson asked if a decision could be made, or if they wanted to reconvene the subcommittee on Monday. Ms. Bradley said she had a good direction as long as the subcommittee was okay with what was discussed.

Ms. Cheryl Anderson, with FUEL Media, said she was excited about the campaign because her goal is to use the buses. She said there are twelve buses and all the buses are now sold and they are in the process of wrapping the buses. She said the only thing left is the on demand buses. She wanted the message on the on demand buses. She said the on demand buses get a lot of exposure. She said she was going to Crime Stoppers and she has proposed to Crime Stoppers four buses at an affordable rate. She said her goal is to get at least four buses out so that people will say they can use the demand buses.

**The motion passed unanimously.**

Commissioner Friend suggested the subcommittee recommend that they come back with one man on one side and a woman on the other. He said if that is what comes back staff would be capable of making the decision of moving forward with the campaign. Ms. Bradley said that was acceptable.

**Adjournment**

There was no further discussion. The meeting was adjourned at 11:20 a.m.