



Communication Action Team Meeting (conference call)

July 07, 2017 -- Minutes

Attendees: Rodrigo Garcia , Malaya Arevalo, Crystal Haney, Asya Zaraysky, Candelario Franco

| Agenda Item | Discussion | Action/ Decision |
|-----------------------------------|--|---|
| <p>Web Input/Proposed updates</p> | <p>Overall the page looks great and is easy to navigate.</p> <p>Web Page should reflect more of the work in the county. Highlight efforts</p> <p>Present HIV to help make clear the page purpose/intention</p> | <p>Proposed Updates/Enhancements</p> <ul style="list-style-type: none"> ● Present logo horizontally and add HIV to make clear what we are trying to get to zero ● Include an HIV Basics tab at top of Menu ● Expand Navigation by creating drop down menus under Strategies tab to easily navigate ● Revisit icons and the language so they reflect priorities ● Add Introductory paragraphs to at the top of each priority page ● Include/Expand on content that reflects work, campaigns specifically to county (i.e Get Liberated campaign, prep navigator, mini grants etc.) ● GTZ in action as rather than “News & Events: ● Include more images to further represent diversity and that HIV impacts everyone in the community and representative of how community is working together.(i.e Get Involved page) ● Include stats throughout page to make audience connect ● Spanish and Vietnamese Pages (provide info and brief overview ● Incorporate Mini grant campaigns/projects |

GETTING TO ZERO

SILICON VALLEY
SANTA CLARA COUNTY

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|---|--|---|
| | | Candelario and ALL |
| Communication ToolKit Update/Review | | Develop a branding guide |
| Communication Plan Revision (expand strategies) | | Agenda item tabled |
| Next Meeting | August 18th 1-2:30 -- Conference Call/Video | AACI , 749 Story Road, Suite 50, San Jose, Ca.95122 |
| Meeting Review -- +/-Δ | +/- productive meeting Δ- | |