

MEETING MINUTES – Utah Public Health Association Board Meeting

Date: Wednesday, October 3, 2012 Time: 11:30am

Location: SLVHD, Room S3800

ATTENDEES: Darrin Sluga, George White, Linsey Miller, Lance Madigan, Paul Wightman, Dan Kinnersley, Dexter Pearce, Rebecca Giles, Audrey Stevenson, Holly Budge, Janell Hall, Stephanie Croasdell, Meghan Arnold, Jenny Johnson, Eric Edwards

EXCUSED: Jeff Coombs, Len Novilla, Heather Borski

PREVIOUS MEETING MINUTES APPROVAL:

- Motion to approve: George – with one correction with Beth Thomas' email.
 - Linsey has corrected Beth's email and has updated the information in the minutes that is posted on the UPHA Board Website
- Second motion to approve: Dexter
- Vote:
 - Dan and Audrey abstained due to not being present at last meeting
 - Minutes Approved

EXECUTIVE COMMITTEE:

Walgreen's PH Promotion Opportunity

- They are looking into getting involved with healthy activities for communities. Want to start outreach into the community and be linked with groups that promote health.
- They would like to pilot this idea in Salt Lake County, but could be statewide.
- They would like us to select a topic for them to promote.
 - We could see if they would be interested in sponsoring Public Health Week or stuff for the 2013 conference.
 - *Dan will see if APHA has a general direction for a potential topic*
 - *Paul thinks we could also find a topic from the strategic plan.*
- *George will take the lead for this project with Dan looking into potential topics.*

Aarches Webinar Opportunity

- This group is a new insurance plan that is set up like a co-op as a demonstration project for Health Care Reform.
- They would like to do a webinar in conjunction with us.
- What is the motivation for Aarches to partner with us?
 - Most likely PR or endorsement
- *Darrin will schedule a meeting with Aarches to discuss this partnership.*

*Groups are more frequently reaching out to us wanting to partner with us. This is new territory and we need to establish a way to deal with these organizations as they approach us.

*As these requests are received, they will be reviewed by the Executive Committee and assigned to the appropriate management unit.

MEMBER SERVICES:

Fall Meeting

- Have a meeting that would not incur cost to the organization and be free to membership. It is a good time to do something because we do not have any activities scheduled during the Fall.
- Greg Matis, Legal Counsel for SelectHealth, to provide an unbiased opinion about Health Care Reform and predicted impact post election.
- Maybe combine this event with the Aarches Webinar.
- *Eric will take charge of the Fall meeting and see if we can tie the Aarches Webinar into the Fall meeting.*

University of Utah Communications Student Group

- Their current topic has to do with water but maybe they can change their topic or possibly defer this group onto a local health department.
- Stephanie and Meghan would be willing to reply to the email and either redirect them or provide them some better direction. *Lance will forward the email to Stephanie and Meghan.*

Strategic Plan and The Budget

- Policy Management Unit survey revealed that our priorities are the following:
 - Obesity
 - Affordable Care Act
 - Clean Air
- Board needs to review and send Paul changes by Oct. 15th so that the budget can be finalized and presented to the board in the December meeting.
- Budget processes: Budget by strategy
 - One budget for each one of these line items. Make sure there is one budget per strategy.
 - If you need more than one budget for a strategy then it is suggested to have that separated into a separate strategy.
 - Milestone vs. Activity
 - Milestone: long-term progress that can be measurable.
 - Activity: smaller activities that lead up to the milestones.
- Some items that are not in the strategic plan
 - Infrastructure: this needs to be added back in the strategic plan.
- Endowment Fund. Where does that fall under?
- *Entire Board Assignment:*
 - *Review the Strategic Plan*
 - *Make sure all strategies are listed*
 - *Word Smith the things that are currently in the strategic plan*
 - *See if there is information missing from the strategic plan*
 - *Send all changes to Paul by Monday, October 15*
 - *Paul will pass the information onto Corbin.*
 - *Have questions? Contact Paul*

Additional Affiliates

- Draft MOU
 - No comments from the board for review of the MOU
 - *Paul and Dan will meet and compile a list of choices that we can offer potential affiliates. This list will then be distributed to the Board for their input.*
 - Question about bringing in non 501(c)3 groups and liability in regards to that.
 - Probably will be seeking outside legal guidance in regards to liability and the MOU.
 - If an affiliate member does not have membership dues do we still offer them a membership rate?
 - Does this affect our relationship with other groups that we already have a relationship with like HEAU, UEHA?
 - Do we charge a fee to these groups to offer the membership rate for our events?
 - *Dex will review the MOU and get back to Dan and Paul with insight with the MOU.*
 - *Linsey will send out the MOU again to the board.*
 - Recent trend is the rejoining of non-profits on a national level due to the economy and other factors.
 - Individual affiliate groups would need their own liability insurance

Board Liability Insurance

- Paul sent out 2 bids of the liability insurance. Paul will send the full bids to members of the board if they would like a copy.
 - What is the liability with interns, non-employees? Not clear yet on interns, and volunteers.
- Novic:
 - D&O
- Predio Group: Philadelphia
 - Half the cost of the other group with more coverage
 - D&O
- Independent contractors would not be covered and it looks like both groups would not cover that (ie. Conference planner)
- *Paul will proceed with lower bid*
- Make a motion at the next meeting to proceed with the liability insurance.

Public Health Workforce Meeting Invitation

- Approached by our co-conference chair, Sharon Talboys
- This is a response to the potential lack of leaders in public health as public health leadership workforce retires.
- Teleconference with the close of their Nevada Public Health conference this Friday, October 5 and this group would like to participate in our conference in the Spring as well.

- Who do they want to participate? Public health leadership
- UofU and UCLA partnership
- Who can participate?
- **Linsey will send out notice with meeting minutes today with instructions on how to be involved. If you can participate this Friday please do so.**

Recognizing Major Donors/Sponsors/Partners

- Efficiently and genuinely recognize these generous donors
- Currently, we have 7 foundational partners to include on the website – especially on the main home page.
- It was suggested that we have one box on the page that would rotate a company's logo and link to their individual website or to our endowment fund page.
- On the endowment page, the following information was suggested to be included:
 - How people can get involved in donating to UPHA.
 - Learn about how funding is being used.
 - No distinction of levels of donors right now.
 - **Website development would fall under the communications group.**
- Award : Desk or wall hanging award
- **Paul and George will be asking the donors what their preference is for awards.**
 - George's had an idea of creating a crystal award in the shape of Utah with the UPHA logo etched into the crystal.
 - Look into a group that would donate the cost of making the awards.
 - George met with Joe's Trophy – Barry Milkovich one of the owners and they want to be a partner with us. They are looking at donating their time to create a bronze looking thing that would be unique to our organization.
 - **George is going to talk to his brother at their next meeting to discuss their donation of a couple thousand dollars cash and also help with awards at our future conferences.**
- Recognition of Donors process:
 - Personal thank you letter from George
 - Thank you letter from the board to their board or to the individual contact or both.

Utah Marathon & Fittest State Festival – Adopt a Mile

- Information is on the back of the agenda.
 - **Darrin, Dex, and George are confirmed participants; Paul and Eric are tentative "maybe's"**
 - **Communications will send an email out to membership to recruit participants**
 - **Meghan and Stephanie will send an email to the student caucus**

STUDENT CAUCUS

Budget Proposal

- The Student Group is spending money now and has created a revision for the 2012 budget
- “Eye” in Public Health photo contest. Would like to give a gift card as a prize.
- Preparing a budget for 2013 but since there has not been a budget item in the past it the Student Caucus will base the budget on current needs. Projected budget for 2013 is estimated to be \$300.
- A suggestion was made to fund Student Caucus activities based on a percentage of student memberships. Board decided to have student caucus budget taken from Member Services.

Student Caucus Social – Report

- Not really well attended but in the future it was suggested that we should hold the Fall Social in conjunction with other UPHA activities.

Current Student Caucus Committees:

- Conference – should be integrating efforts by attending the UPHA Conference Planning meetings
- Policy – is currently working with Len and Heather
- Professional Development – the purpose is to organize visits with local health departments and develop the lunch with the grad student event.
- Meghan/Stephanie asked whether we should have student representation on the Communications Management Unit and other UPHA management units?
 - Lance and Darrin responded that it would be very beneficial to have student representation on this committee would be good to be able to link the group so there is not a disconnect .
- *Stephanie will contact Heather (Policy Unit) to find out the status of the internship agreement.*

POLICY

Sequestration

- Did not occur in September. Policy Unit recommends that we wait until after the election to mobilize membership on this issue.
 - Motivate a call to action. How do we motivate our membership to act and build a movement within the organization? Possibly a phone tree.

MEMBER SERVICES

2013 UPHA Conference – Update

- Theme: Embrace the Future: Renewing Public Health???
- Site: Ogden Conference Center (next to Egyptian Theater)
- Save 10,000 from previous year. Audrey is pleased with the work of the conference planning to date.
- *Looking for keynote speakers – send ideas to Audrey or Sharon*

COMMUNICATIONS

Transition to Convio – will continue to be a standing agenda item until this process is perfected.

- APHA has agreed to continue using Convio.
- Jenny is learning how to use it.
- Cost to UPHA: \$1400 dollars a year. Paid out of Infrastructure fee budget.
- The listserv will be decommissioned mid to end of October.
- **Communication Management Unit:** *Figure out the glitch of why people are not getting the emails. Use Meghan as a test case.*

E-News

- Looking for topics again
 - *“Eye” in Public Health – Stephanie will send Lance the information*
 - *PHAT amendment – Meghan will send to Holly*
 - *Holly will send Dexter bio questions for Board Spotlight; Dexter will complete Board spotlight and return to Holly*
 - *Audrey will provide a conference planning update including a Save the date with announcement of conference location*
 - *Adopt a mile – Darrin*
 - Hbudge@brhd.org
 - *George will write something up about the donors? Highlight one sponsor*
 - *Eric will send Flu locator information*
 - *Dexter will send something about policy.*

FINANCIAL

Treasurer Report

- Tentative reports are ready for Paul to review
- Tie budgets to strategic plan
 - Must be completed by the second week in November so that the budget can be voted on at the December Board meeting

Replacement for Nathan

- *Sent Tracy Randall the position description in the finance management group. Has not connected with her yet. Darrin will follow up.*

NEXT MEETING: Date: Wednesday, November 7, 2012 Time: 11:30am

Location: Salt Lake County Government Complex 2001 S. State St., **S3800**