

Health District
OF NORTHERN LARIMER COUNTY
BOARD OF DIRECTORS
MEETING
August 14, 2019

Health District Office Building
120 Bristlecone Drive, Fort Collins

MINUTES

BOARD MEMBERS PRESENT: Michael D. Liggett, Esq., Board President
Molly Gutilla, MS DrPH, Board Vice President
Celeste Kling, J.D., Board Secretary
Joseph Prows, MD MPH, Board Treasurer
Faraz Naqvi, MD, Liaison to UCHHealth-North/PVHS Board

Staff Present:

Carol Plock, Executive Director
Karen Spink, Assistant Director
Bruce Cooper, Medical Director
Richard Cox, Communications Director
James Stewart, Incoming Medical Director
Chris Sheafor, Support Services Director
Dana Turner, Dental Services Director
Lin Wilder, Community Impact Director
Lorraine Haywood, Finance Director
Anita Benavidez, Executive Assistant

Staff Present (cont'd)

Vivian Perry, CIT Project Manager
Pam Klein, CIT Project Specialist
Sue Hewitt, Evaluation Coordinator

Others Present:

Dawn Putney, ToolBox Creative
Tom Campbell, ToolBox Creative

CALL TO ORDER; APPROVAL OF AGENDA

Director Michael Liggett called the meeting to order at 5:33 p.m.

MOTION: **To approve the agenda as presented**
Motion/Seconded/Carried Unanimously

Carol introduced Dr. James Stewart, the new Medical Director. James gave a brief review of his experience, noting his eclectic background. He recently moved here from New York City, Mt. Sinai hospital, working in public health and preventive medicine (including a preventive medicine specialty). He has worked in East Harlem and the South Bronx with veteran populations. He has also done some work in Utah with outbreak investigations and health policy. Prior to that he was in the Army as a flight medicine physician doing primary care, and public health and preventive medicine work. Most recently he finished his MPH work, writing a thesis on outbreak investigation based on work he did in Utah. He is excited about the high impact work the Health District does.

PUBLIC COMMENT

No public comment.

PRESENTATIONS, DISCUSSION & ACTIONS

Possible Name Change for the Health District – Dawn Putney and Tom Campbell, ToolBox Creative (TBC)

Dawn did a quick recap of their meeting with the Board at the Board Retreat in which potential names were discussed. After making some adjustments from Board feedback, they have narrowed it down to the top three. Dawn briefly reviewed the rationale behind the possible name change, as well as reporting on some search engine optimization trends. They are now seeking Board feedback on the final options.

Dawn and Tom presented the current three options in some detail, noting rationale, pros/cons, name search and web search, and how they met criteria. The proposals include:

Greater
Fort Collins
Health
Our Health District

Elevate
Health District
Let's Elevate Health Together

Health
Together
Our Community Health District

Reviewing the search optimization information, they found that the relevant term most searched for is “Fort Collins” – rarely Health District, and “northern Larimer County” doesn’t exist in search terms. Taglines aren’t necessarily final; those might change once a name is determined. Once a name is chosen, Toolbox Creative recommends working with a trademark attorney to determine if it is available, and to protect it. Some testing could be done if there are any concerns about the community reaction.

In Board discussion, the name favored most was Greater Fort Collins Health; least was Elevate. Richard and Carol met to consider whether there would be difficulties implementing any of the names, and also lean toward Greater Fort Collins Health. The one issue worth considering carefully was whether people who don’t live in the Fort Collins area might not like the reference to greater Fort Collins. Dawn mentioned that some polling for risk assessment could be done with the broader communities if there was enough concern. Carol also noted that maintaining a geographical locator is very helpful as a descriptor. A Board comment was that the tag line “Our Health District” is a preferred tag line.

The “Picture of Health” approach will roll out at the same time. Toolbox will work with staff on how to manage the roll out. Next steps are to work with an attorney to solidify a name, finalize the tag line, create a new logo, create the graphic identity, and plan the rollout. There is a rough timeline for the work with Toolbox that will need some adjustment; more to come.

TIF Intergovernmental Agreement, College and Drake – Michael Liggett/Carol Plock

The City has accepted our proposed language for the TIF Agreement for the College and Drake Urban Renewal Plan, with one exception – they counter-proposed language for the ‘escape clause’ the Health District proposed should any key player (such as the School District) not participate in the agreement (the language for both wording suggestions was included in the Board packet).

The last thing for the board to consider, if ready to vote on the issue, is the addition of some clarifying language to their counter-proposed language. The Health District would be proposing the addition of the bolded information below, for language in section 7.2 (ii): “The Health District has authorized this Agreement based on the equitable deal structure referenced in Recital E to this Agreement. As such, in the event that the City fails to execute an agreement with the Authority regarding the Project, **such agreement to include a significant contribution of City incremental property tax and incremental sales tax revenues, as indicated in Recital E,** within one hundred eighty (180) days of the Effective Date, this Agreement is subject to renegotiation, at the Health District’s option.”

It was noted that the Library District passed the Agreement in July.

MOTION: To approve the TIF agreement with the additional language in section 7.2 (ii) (as listed above), “...such agreement to include a significant contribution of City incremental property tax and incremental sales tax revenues, as indicated in Recital E,...”

Moved/Seconded/Carried Unanimously (5 – 0)

Proposed Amendment to Nationwide 401 (a) Retirement Plan Document – Lorraine Haywood

The Health District permits permanent employees who work 20 hours or more per week to participate in its Nationwide 401 (a) Retirement Plan. Benefited employees are 100% vested after two years of ‘service’. Staff is proposing to change the way that the two years of service will be determined (“Service Crediting Method”) from a “Year of Service” – which currently requires 1,000 hours in a particular calendar year - to an “Elapsed Time (anniversary date)”, which would set the period of eligibility to begin at the date of hire, and vesting would be met two years after. Currently, those who start mid-year and work part time may not meet vesting requirements for longer than two years. A question from the Board was how many people would be affected by this; the response was that anyone who is currently working less than full-time hours and who started mid-year would be impacted (perhaps 10), with more going forward.

MOTION: To approve the proposed change in the Nationwide 401(a) Retirement Plan, which changes the “Service Crediting Method” from “Year of Service” to “Elapsed Time,” tying vesting eligibility to two years from the date of hire.

Moved/Seconded/Carried Unanimously (5 – 0)

Board Ratification of Comments regarding Nondiscrimination Regulation Changes – Carol Plock

Previously, Alyson gave the Board an overview of the changes proposed by the federal Department of Health and Human Services that make changes in Section 1557 of the Affordable Care Act, impacting protections for nondiscrimination in Health and Health Education Programs or Activities. The Board was in favor of comments being submitted. Director Liggett previously approved the comments because the deadline for submission was in advance of the next Board meeting. The Board needs to consider, and if in support, ratify the decision.

MOTION: To ratify the submission of comments regarding the federal proposed rule on Nondiscrimination in Health and Health Education Programs or Activities (HHS-OCR-2019-0007-0001) to the Department of Health and Human Services, as included in the Board packet.
Moved/Seconded/Carried Unanimously (5 – 0)

Ratification of Recommendations to the Opioid/Other SUD Opioid Interim Committee – Carol Plock

The “Colorado Opioid and Other Substance use Disorders Study Committee” Interim Committee sought stakeholder input (with a short timeline) to identify gaps in prevention, intervention, harm reduction, treatment, and recovery resources, and to identify possible legislative options to address those gaps. The Health District submitted comments last year, and this year, worked to determine what has changed in the interim, and what are the most critical remaining challenges. Director Liggett reviewed the comments in the interim between Board meetings, and ratification by the Board is now sought.

MOTION: To ratify the recommendations to the Opioid/Other SUD Opioid Interim Committee
Moved/Seconded/Carried Unanimously (5 – 0)

HealthInfoSource Redevelopment Vendor: Moving Forward with the Project – Lin Wilder

Staff are seeking general approval for the development of a contract with a vendor for HealthInfoSource Redevelopment, not to exceed \$130,000.

Lin reminded the Board that a second RFP had to be sent out because the first RFP process was cancelled due to all proposals being significantly over budget. The new RFP was developed, and four proposals came in. Two of the four vendors are currently being considered. Both are highly respected, demonstrate quality work, have experience in similar website development, and could effectively do the work, but there are notable differences in their proposals that are requiring more analysis. That analysis should be completed very soon, and staff will need to move forward with a contract soon. Currently, we anticipate that the project will start in September, with a launch date of April/May in 2020.

Director Gutilla noted that the RFP amount increased from what the Board approved in May (from \$115,000 to \$130,000). Ms. Wilder acknowledged that there could be a difference (staff did not think to raise the issue in the Board memo because the total two-year budget for the

project is not expected to be exceeded); stating that the RFP was sent out at about \$115,000, but that it is possible that additional security features could increase the cost to as much as \$130k. The total two-year budget remains, but the timing would be different; the expenditures will be split between 2019 and 2020, with about half of the development funds expended in 2020.

Director Prows asked a question about what specific features will be included, and what the timeline will be. Ms. Wilder responded that purpose is to develop a very robust site, capable of doing accurate filtering on a wide range of categories, and mobile enabled, so it can be pulled up on any device. Professional users will have password protected groups where they can share information between themselves on the system. The RFP contains a long list of requirements, and also gave vendors access to the detailed reference documents that have been used in the development of the plan, including the wireframes that were shared with the Board at a prior meeting, so that potential vendors could see the scope of the project. The timeline anticipates launch in April or May of 2020.

The Board decided to have staff share more information before making a decision on this topic; it will move to a second reading, and the Board will receive a memo about the history, process, and a copy of the RFP.

Community Health Survey Vendor: Moving Forward – Bruce Cooper/Sue Hewitt
Staff are seeking Board approval to enter into a contract (not to exceed \$80,000) with Market Decisions Research (MDR), a survey fielding firm, for the purpose of fielding the Community Health Survey, collecting and cleaning the data, etc. The HD is approaching the CHS a bit differently, making more use of the in-house skills at the front and back end, and utilizing a vendor for the actual collection of data. An RFP went out and we had eight vendors respond; Market Decisions Research was the vendor chosen.

**MOTION: To approve entering into a contract with Market Decisions Research
*Moved/Seconded/Carried Unanimously (5 – 0)***

UPDATES & REPORTS

Executive Director updates:

Carol was pleased to announce that Karen Spink will continue in her position as Assistant Director, and will be back in Fort Collins on an ongoing basis on September 16. Final confirmation was received that MJ Jorgensen was awarded the 3-year Fellowship with the Robert Woods Johnson Foundation on the health equity leadership program. We have established a Health Equity Committee, and work has already begun.

In grant news, we have submitted a proposal for senior dental care to Delta Dental, and they have scheduled a site visit with us in early September. We have also submitted a grant request to Next 50, the organization that has funded Advanced Care Planning, for a continuation of 6 months. As the Board heard, things are hopping on the Triennial Health Assessment process; in addition to selecting a survey vendor, staff are busy organizing focus groups, and working on the content of the survey. Staff involved in HealthInfoSource are preparing for their work with a vendor; the redevelopment process is very complex and they will be very busy.

There is a day-long Rethinking Addiction Conference with Corey Waller and other highly recognized speakers, set for August 29 with about 475 attendees so far. There is a shorter session

for medical providers (currently 85 attendees) the night before (Aug 28, 5:30 – 8:30 pm) on what it might take to change the system. Overdose Awareness Day is Aug. 30, 4 – 8 pm. The Harmony Condo extension to 2062 is fully executed. At the recent Health Care Working Group (the group that originates from the Legislative Council for the Chambers of Commerce of Loveland, Greeley and Fort Collins), HCPF CEO Kim Bimestefer and CFO John Bartholomew presented, with a focus on health care costs and a particular emphasis on hospital costs, noting that Colorado has higher hospital costs than the national average. Chris Tholen, Executive Vice President of The Colorado Hospital Association, will be presenting at the August 27 meeting. The Board may want to hear similar presentations.

Directors and Supervisors attended a Strength Finder Assessment and Training. Some staff who have been involved in the Regional Institute for Health and Environment Leadership attended a special event sponsored by RIHEL entitled The Exhausted Majority; a key point was that when people discuss shared values, they are more likely to be open to working together on policy changes. The Board will be receiving information on the board policies discussed at the Retreat in late August or early September, for consideration during the September board meeting.

UCHealth-North/PVHS Board Liaison Report – Director Naqvi
No updates. Meeting a week from today.

PUBLIC COMMENT (2nd opportunity)

None.

CONSENT AGENDA

- Approval of May 28, 2019 Board Meeting Minutes
- Approval of December 2018 Financial Statements (post-audit)
- Approval of May 2019 Financial Statements

MOTION: To Approve the Consent Agenda as Presented
Moved/Seconded/Carried Unanimously (5 – 0)

ANNOUNCEMENTS

- August 27, 4:00 pm, Board of Directors Regular Meeting
- September 24, 4:00 pm, Board of Director Regular Meeting

EXECUTIVE SESSION

A motion was made to go into Executive Session.

MOTION: For the purpose of addressing personnel matters pursuant to §24-6-402(4)(f) of the C.R.S., topic: Executive Director Review

Motion/Seconded/Carried Unanimously

The Board retired to Executive Session at 6:30 p.m.

The Board came out of Executive Session at 7:10 p.m.

EXECUTIVE DIRECTOR REVIEW

The Board indicated the completion of a positive Executive Director review.

MOTION: To increase the salary of the Executive Director from \$182,000 to \$185,000, retroactive to January 1, 2019.
Moved/Seconded/Carried Unanimously

ADJOURN

MOTION: To Adjourn the Meeting
Moved/Seconded/Carried Unanimously

The meeting was adjourned at 7:15 p.m.