



**BOARD OF DIRECTORS
MEETING
August 25, 2009**

**Health District Building
Conference Room**

MINUTES

BOARD MEMBERS PRESENT: Joe D. Hendrickson, President
Celeste Holder Kling, Vice President
Bernard J. Birnbaum, Secretary
Steven J. Thorson, Treasurer
Lee Thielen, PVHS Board Liaison

STAFF PRESENT: Carol Plock, Executive Director
Cheryl Asmus, Evaluations Specialist
Bruce Cooper, M.D., Medical Director
Carrie Cortiglio, Policy Analyst
Richard Cox, Communication Director
Rebecca Gonzales Rogers
Lorraine Haywood, Finance Director
John Newman, Clinical Services Director
Chris Sheafor, Support Services Director
Nancy Stirling, Assistant to Executive Director
Lin Wilder, CI & HP Director
Kristan Williams, Health Promotion Coordinator

CALL TO ORDER; INTRODUCTIONS; APPROVAL OF AGENDA

President Joe Hendrickson called the meeting to order at 6:50 p.m. The Board participated in a tour of the Dental Clinic, along with other invited guests, just prior to the start of this meeting. The group learned about the types of clients served at the Health District's Family Dental Clinic and how we help them keep (or regain) their smiles.

One addition to the agenda was made - a discussion (and possible action) of a request from the Health Department for help with some of the H1N1 (swine) flu response and vaccination distribution.

MOTION: To approve the Agenda as amended.
Motion/Seconded/Carried Unanimously

PUBLIC COMMENT

None.

STAFF REPORTS

Flu Season Communication Plan and Public Service Announcement

Included in the Board meeting packet is the “Health District Communication Plan for 2009 Flu Season.” The plan outlines communication goals, strategies and tactics to increase flu vaccination rates and disseminate key messages concerning seasonal flu and H1N1 flu. Per Board’s direction, the plan is “opportunistic” – focusing on opportunity found and opportunity created. In addition to the usual communication efforts (the Compass newsletter, web products, radio shows, internal information, newspaper coverage, etc.), staff will be utilizing social networking through Facebook and Twitter, public service announcements, posters, and designing and distributing “I got the shot” stickers to people who get the shot.

With the advent of the H1N1 flu virus, staff is anticipating an interesting flu season and are working to ensure that there is clear messaging and that it’s coordinated with the Health Department.

Regarding public service announcements, staff recognized an opportunity to participate in a contest sponsored by the US Department of Health to produce a 15-30 second public service announcement about flu prevention. With production help from the City of Fort Collins’ Channel 14 staff, a simple 15-second PSA was developed and submitted. (The PSA was shown to the Board.) In addition, staff plan to put together a CD that will include a number of the PSAs from the contest to be distributed to stations willing to air them. The PSA can be viewed from the Health District web site.

The issue that some people have misconceptions about vaccinations was raised. Recent research has shown that use of the myth to correct misperceptions actually reinforces the myth, not the truth. To address the problem more constructively, a recommended strategy is to “re-cache” the message in a positive way. For example, in the next issue of Compass which features an article on the flu and flu shots, encouraging people to get vaccinated earlier this year assures them that the vaccine will last the season (vs. the “myth” that if get shot too early in the season, it will not last). The Compass article will also present information on the difference between seasonal flu and H1N1 flu and their respective “high risk groups” and recommendations from the Health Department of who should get which shot in an easy to read table format.

Depression in the Workplace Product as a Social Enterprise

The Health District developed a “Back on Track” Depression in the Workplace training program a couple of years ago, and has been investigating whether it might be able to become a product that would not only provide important workplace training, but would also pay for itself. (See memo for background information of the program.)

A business plan was drafted, and the final step was to conduct market research to determine potential level of interest in the product. In an informal process, eight organizations were approached to review the product and discuss their level of interest in the product, pricing, etc. We also updated our knowledge on other similar, yet not identical models. After doing the market research, staff is recommending that the Health District not pursue the “Back on Track” social enterprise project in its current form at this time. There are three major reasons: the current economy is not a good time to start a business that relies on training budgets; there was not an overwhelming level of interest in having to pay for the product; and the pricing was greater than the current market (though the product may have been different).

However, staff did not recommend dropping the concept entirely, since there may be potential in the future to develop the product. The product itself was judged to be quite valuable by the sponsoring organization and participants. In a different economy, using a different model, and perhaps with some funding sources and/or partnerships, it may be possible to resurrect a quality service that would make a significant impact on recognition of mental illness and action to seek help. It was noted that the time spent learning about depression in the workplace, business planning, and the concept of social enterprise has been beneficial.

The Board expressed their appreciation to staff for looking at this and the [honest] recommendation.

DISCUSSION AND POSSIBLE ACTION

Changes to Mission/Vision Document

At the Board retreat, the Board had discussed some possible changes to the Mission, Vision, Strategy, and Values statements. A copy of the statements with suggested revisions in bold was presented to the Board for their review.

MOTION: To approve the Mission, Vision, Strategy, and Values statements as amended.

Motion/Seconded/Carried Unanimously

Review of Policy 97-2: Board Governance Policy

Included in the board meeting packet was a copy of Policy 97-2 concerning Board Governance. The Board and Ms. Plock reviewed the policy section by section and requested significant changes. Ms. Plock will make the requested revisions and submit them prior to a future board meeting.

Dr. Thorson raised a concern that the Carver approach may be in discord with what is outlined in the by-laws in terms of who should perform certain duties. Ms. Plock explained that we have received legal advice that the delegation of duties to the Executive Director, and through her to specific staff, is not only acceptable, but in fact the common practice of governmental entities. While the bylaws follow the wording in the Colorado State Statutes, the statutes are decades old and the wording in them has not been changed. The Board does need enough information to be assured that the duties are being performed well, and they receive information through reports, audits, and periodic presentations. Board members noted that we should look at the bylaws, and that there is an appropriate mix between the philosophy of Carver and the need for the Board to assure its fiduciary responsibility.

Health Department Request for Assistance with H1N1 Vaccinations

At a joint meeting of the Health Department, the Health District, and Poudre Valley Hospital, the Health District was asked to take on the role of recruiting volunteers for mass immunization clinics. There is still much that is unknown, but it appears that Larimer County will initially receive 45,000 doses, with more following. These vaccines will need to be given to pre-determined high-risk groups, which could amount to about half of the population. Some distribution of the doses are expected to be through physician offices and pharmacies, but there will also be mass distribution clinics. The Health Department is estimating that they may need to put together 16-32 clinics to vaccinate up to 50,000 people. They plan to set up the clinics –

locations, basic logistics, etc., - but need help in recruiting and organizing the volunteers. The first clinics are being planned for mid-October, only 7 weeks away.

Their request is being brought to the Board for consideration. From our experience with COMOM and our own seasonal flu program, we have some capacity and skills that could be of benefit to the Health Department. We would not be in charge of organizing the whole thing or be responsible for running the clinics. We may be able to help with online volunteer registration and coordination of volunteers onsite, just as we did with COMOM.

The Board commented that this venture aligns very closely with the Health District's mission and it is one of the strengths of the District to organize and mobilize.

MOTION: To authorize the Executive Director to determine an appropriate role for the Health District in the Larimer County Health Department's mass vaccination clinics.
Motion/Seconded/Carried Unanimously

UPDATES & REPORTS

Budget Status for 2009 and Projections for 2010

Ms. Plock noted that the bad news is that the state is still having to make massive budget cuts. The Governor completely did away with two critical programs: Aid for the Needy Disabled, and the Old Age Pension (OAP) Dental Care Program. The Health District had been receiving OAP funds and had just recently received word that we would receive an increase in funding. In fact, a contract for \$45,000 was recently signed, but now the entire program has been eliminated. With the loss of the funds, it remains to be determined how to handle those cases where individuals are in the middle of their treatment plans. Ethically, we cannot stop treatment. The State is wrestling with what to do about these cases and may find ways to cover them, or we may need to use our assistance funds for some of these cases.

OAP is the only state budget cut that we know is going to effect us directly, yet this doesn't mean will be the only cut. President Hendrickson noted that another area the Health District could be impacted is the cut of beds at mental health centers which could impact some of our mental health services.

In better news, we just received our valuations from the County. In this economy, it is terrific news that in our community, valuations have (so far) held steady. Although we anticipate much lower revenues from specific ownership tax than in past years, it appears we'll have total net revenue just slightly over 2% more than this year. How much more we have to spend, if any, will depend on increases in costs outside of our control, such as health insurance.

MHSA Partnership and Dental Health Partnership; Executive Director Report

- Mental Health and Substance Abuse Partnership – There was no update at this time.
- Dental Health Partnership – The first task force meetings of the initial two task forces were held last week. One is working on finding care for those who require general anesthesia in order to receive dental care (generally those with significant disabilities). Significant progress was made, and the right players attended. The other task force is working on the concept of a Dental Connections, similar to our current Mental Health Connections. The first meeting was spent on grounding group members on their task. The DHP team did a great job of recruiting the right people for these meetings and getting them there.

Health Care Reform Input

Ms. Cortiglio drafted a letter which has been forwarded to President Hendrickson for review. Betsy Markey is currently hosting a series of forums to discuss health care reform. Staff plan to attend a forum in Fort Collins. Due to the high numbers of people attending the forums, Ms. Markey has had to change format to larger groups. The letter may be reworked to be sent to state senators.

PVHS Liaison Report

Ms. Thielen will be out of the country when PVHS has its annual board retreat. President Hendrickson has agreed to attend the retreat in her place.

CONSENT AGENDA

- Approval of the June and July 2009 Financial Statements
- Approval of the July 23 Board Meeting Minutes

MOTION: To approve the Consent Agenda as presented/amended.
Motion/Seconded/Carried Unanimously

ANNOUNCEMENTS

- September 22, 5:30 pm – Board of Directors Regular Meeting
- October 27, 5:30 pm – Board of Directors Regular Meeting
- Nov 8-11 – APHA Annual Conference

It was also announced that two of the board members would be giving community presentations. On Wednesday, September 2nd, Dr. Thorson would be discussion the “Physician Perspective for Proposal for Reform.” On Thursday, September 10, Dr. Birnbaum will be moderating a discussion of a film, “Health, Money, and Fear.”

Staff announced that the 3 Twins, a popular local band, has agreed to perform a benefit concert on behalf of the Tooth Fairy Fund for Grown-ups. It will be held on Friday, October 2 at the Drake Centre.

ADJOURN

MOTION: To adjourn the meeting.
Moved/Seconded/Carried Unanimously

The meeting was adjourned at 8:45 p.m.

Respectfully submitted:

Nancy L. Stirling, Assistant Secretary

Joe D. Hendrickson, President

Celeste Holder Kling, Vice President

Bernard J. Birnbaum, Secretary

Steven J. Thorson, Treasurer

Lee Thielen, PVHS Board Liaison