

# MEETING MINUTES

## OREGON PUBLIC HEALTH ASSOCIATION BOARD OF DIRECTORS MEETING

OPHA BOARD AGENDA – September 15, 2017  
1:00 – 3:00 pm  
Northwest Health Foundation  
Ramona Room  
221 NW Second Ave, Portland

### In Person

Brian Johnson

Dianna Pickett

Kurt Ferré

Mireille Lafont

Tom Engle

Layla Garrigues

Marti Franc

Katherine Bradley

Rebekah Bally

Curtis Cude

### Staff

Jessica Nischik-Long

Kim Krull

### Phone

Robina Ingram-Rich

Lindsey Adkisson

Jana Peterson-Besse

Jenny Faith

Samantha Schafer

Tamara Falls

Nadege Dubuisson

Marie Harvey

### Not Present

Alexander LaVake

Laura Spaulding

Robb Hutson

Mitch Haas

Mohamed Alyajouri

Caryn Wheeler

## MEETING ACTIONS

<i>Due Date</i>	<i>Action</i>	<i>Person(s) responsible</i>
ASAP	Donate to OPHA if you have not already done so	All Board members
9/22/17	Give feedback regarding the STAR priorities – submitted to Jessica	All Board members

## DETAILS AND BACKGROUND

1:00 Call to Order – Dianna Pickett

- Introductions/Roll call

1:05 August Board Meeting Minutes – Tamara Falls – Information and Adoption (vote)

\* Motion to accept the minutes, second. Ayes all, motion carried

1:10 **Treasurer's** Report – Brian Johnson – Information and Adoption (vote)

- Brian reviewed July and August financial reports
  - OPHA is roughly in the same financial position as we were last year at this time
  - We are still short of having six months of reserve funds
  - Conference sponsorships and OPHA memberships are starting to pick up
  - Funds from section fundraisers/events are really helping to add to the budget, but these funds are for section use only.

\*Motion to accept the July and August financial reports, second. Ayes all, motion carried

1:15 Executive **Director's** Report – Jessica Nischik-Long – Information and Discussion

- APHA Accreditation Readiness grant submitted
  - If OPHA is awarded the grant, the \$5,000 grant money will be used to host an accreditation workshop which will be held in Lane County
- Final Cleaner Air Oregon comment letter submitted
- Ballot sent September 8 – **Don't** forget to vote!
- Kim Krull has resigned, her last day will be November 1<sup>st</sup>. She is very willing to help with transitioning a new person into her role and can do so to a limited extent after Nov 1.

1:25 Development Committee – Katherine Bradley – Information and Discussion

- Update on OPHA 2017 Sponsors and Exhibitors
- Budget implications and next steps
  - For the first time in five years OPHA is \$18,000 short of where the budget should be for the Conference. Several organizations that have given in the past are not able to give this year or **can't** give as much as they have in the past (due to budget cuts at the State and County levels in healthcare).

- Dianna said there is reserve money to use for the shortfall. She and others are looking at developing a strategic plan to address the budget concerns.
- Brian and other budget committee members will work with the development committee to create strategies and address the budget shortfall.
- Tom noted that our budget was built on the assumption of continuing, relatively large sponsorships and this should be considered when developing the next budget.
- Rebecca suggested reaching out to sponsorship donors quickly after the conference to thank them, inform them of the impact their donation had (and how many people they reached through advertising at the conference), and ask for a commitment to give next year.
- Kurt suggested considering a development consultant to help with fundraising and also help to inform people of what OPHA does besides the conference.
- Reminder to Board Members to donate to OPHA as it is crucial to have the majority of Board members give (even a little), as it sends a message to grantors that the Board has confidence in the organization. Jessica and/or Katherine will send out a reminder to let Board members know if they have not yet given to OPHA this year. Currently, only 50% of Board members have given.

## 1:40 Strategic Actions and Resources planning (STAR) planning – Jessica Nischik-Long – Information and Discussion

- Phillip Mason has resigned from the Board; Phillip previously served on the STAR planning committee so a replacement is needed.
- The STAR planning priorities (listed below), were reviewed; committees will be asked to review the list of priorities once they are finalized and approved by the Board, and create a draft action plan (one year action plan), and bring their action plans to the Board at the November meeting. The Board will then review the **Committee's** action plans at the December Board retreat meeting. Board members can give input on the strategic plan committee guidance up until 9/22/17; submit suggestions/comments to Jessica. Jessica will send out the Board STAR priorities to the committees in early October (after the conference) to allow the committees to discuss and begin to work on action plans this fall.
- Rebekah Bally captured the STAR planning steps:
  - STEP 1: Board members to provide feedback on the Committees Priorities list (Attached in draft) by Friday, 9/22.
  - STEP 2: Jessica will compile feedback into second draft by Friday, 9/29 and send to board members to review before October meeting.
  - STEP 3: Board to agree on committees priority document at October board meeting (10/9) and committee leaders to send their specific goals/priorities to their committee to review.
  - STEP 4: Committees to draft an action plan for their priorities and send to board no later than Friday, 11/10. If possible, include budget assumptions.
  - STEP 5: Board to review action plans for each committee and provide some feedback at the November board meeting (11/17) and send back to committees.
  - STEP 6: Board retreat discussion about goals/priorities and action plans.
- Suggestions regarding the STAR plan included
  - Highlighting the overall goal of addressing health equity and having sections discuss this at the conference in October at their section meetings. Explain in the Board priorities document that the expectation for sections is that sections consider how they incorporate their work with the overall OPHA goal of improving health equity.

- Sections appreciate having clear objectives and being given clear direction regarding the expectation that sections come up with plans/priorities/projects toward advancing health equity.
- Section updates at Board meetings regarding progress made toward section goals.

### STAR plan priorities

Organizational Priority to consider across all goals and committees: Improve health equity in Oregon

- From the August Board Meeting Minutes: The Board will think about the trainings over the next month and come to the September meeting prepared to discuss ways to begin looking at OPHA policies and practices as well as those in the organizations we work in and a plan to address institutionalized racist policies.

Realities to keep in mind:

- Realistic knowledge of staff time and staff responsibilities
- As of Aug 30, \$20,000 shortfall in fundraising
- **Kim's** departure as of November 1.

### All board members

- Engage with a subset of current members to identify a member interested in encouraging membership with local colleagues. Possibilities are: lunchtime presentation/networking at workplace, happy hour get together, travel to a nearby health department to present/meet with staff.
- In the Spring, the board decides which awards we would like to offer at the annual meeting, per our Bylaws. Direct Awards Committee to create a new award related to Health Equity.

### Membership Committee

Goal: Secure more organizational members – a specific number based on budget needs?

- Specifically reach out to groups that work to improve health equity and/or equity that can relate back to public health
- Develop an outreach plan – a timeline, groups to reach out to, identify/name a committee member or other OPHA member who will do the outreach
- Use the Case for Support, revised by Communications Committee, to use in the emails and meetings.

Goal for year 2 or 3: Create a student section and increase the number of student members

- Find way to present to incoming public health students – OPHA members may be interested in serving as an OPHA representative/ambassador in this capacity
- Opportunity to improve public speaking skills
- Committee members reach out to other affiliates to explore how their sections are organized
- Create plan to encourage students to join but not limit their participation to student section. Perhaps joining a second section is just \$5 more vs. \$13 for regular members.

### Communications Committee

Develop a Strategic Communications Plan considering website upgrades, list serve and social media platforms. Plan should include:

- general guidance for how many messages go out on the list serve each week
- Best use of each method
- Policy and coalition support. See Policy Committee goal of defining membership in a coalition and support of endorsed policies.

Develop marketing plan to generate interest and ultimately secure more individual members.

Specifically develop a plan to reach millennials in public health. This may primarily involve increasing our social media presence.

Messages the STAR planning work group discussed are:

- become part of the public health community,
- Commit to your profession, not necessarily your employer. OPHA is an essential group for networking and connecting to public health professionals in all areas of public health.

- attend the conference to learn things that are happening around Oregon that you are not likely to already know (e.g., outbreaks, unique collaborations in rural counties to solve unanticipated issues).
- Help revise the case for support to target different audiences – businesses/nonprofits, government agencies, local public health departments, individual potential members. This could be done in conjunction with the Membership Committee or Development Committee.

Suggestions to consider for employers:

- How much do you currently spend on staff training and development? Compare the cost of the conference to other webinars, conferences, other training
- How many benefits are you currently providing for your employees? An organizational membership gives employees direct discount on their individual membership and discount on conference registration. Also demonstrates commitment to their continuing professional development and education.

### Policy Committee

Plan for Capitol Visit Day with much less staff support.

- Katherine discussed the OPHA Capital Visit day in Salem and noted that it is 90% students and this should be looked at in the future to make sure we are mentoring and developing the students after Capital visit day and/or using the **day's** activities to engage them with OPHA. Jessica said the Policy Committee leadership also understands the need to reflect on who this event is targeting and what the purpose of the event is so that we can make sure it is meaningful.

Determine what joining a coalition means

- what sort of member and/or staff time is needed?
- Determine what sort of communications we can offer to coalitions. Our list serve space is limited. If we offer social media, who will put up the posts/Tweets?
  - What do we do with the many emails Jessica receives from these coalitions.
- How should the board keep track of the **coalition's** activities?

Determine which bills OPHA will consider supporting/endorsing during each legislative session rather than being completely passive.

- Prioritize bills that improve health equity
- Prioritize the list of bills **we've** endorsed and use that to determine our level of support

Determine what endorsement looks like

- Suggestion put forward is to create ~3 categories of support, with diminishing levels of work and communications.
- Determine specifically what sort of communication we can offer – list serve, social media, written and/or oral testimony

### Goals for Sections

- Consider once again what sort of representation we need on existing committees. Small sections **don't** have the capacity to have a member serve on each one.
- Find a sponsor for the conference in their area of expertise. Board rep makes the ask, but section as a whole brainstorms ideas and finds the right person to ask. Making more than one ask would be useful.

### Development Committee

Goal: Look for/brainstorm more revenue streams

- Recruit members who want to build grant writing skills. Jessica can support the grant writing, but not lead.
- Chair assign/find two members of the committee to participate in Exec Committee financial sustainability planning.

### Executive Committee

- Determine budget status and implications on planning of low fundraising
- Plan for sustainability of the organization. Work with the Development Committee on this.

### Bylaws:

- Meet at least annually as a group to review Bylaws and make recommendations to the board as needed. Additional ad hoc meetings should continue to be arranged if the need arises.

### Elections:

- Learn how to connect Election Buddy to Membership database and send out ballot 30 days in advance of election. This is currently done by OPHA staff.
- Count ballots and report to the full membership at the Annual Conference & Meeting.

### Awards:

- In the spring, develop/review criteria for awards the board has voted to offer at the annual meeting.

### Audit:

- Convene. Research Oregon laws for finances/audit for Oregon non-profits. Determine if our policies are in compliance.
- Ask outside member with auditing or accounting experience (non-board members) to sit on the committee.

### Description from the Bylaws:

- AUDIT COMMITTEE. An Audit Committee of at least three members shall be appointed by the President whose duty it shall be to audit the **Treasurer's** accounts including each **Section's treasurer's** account at the close of the fiscal year and no later than January 31<sup>st</sup>. The Audit Committee shall present the report at the following Board meeting.

### Program:

- Determine what conference planning would look like with much reduced staff support.
- Create program plan with much less staff support.

### Committee Reports:

#### 2:30 Program Committee – Marie Harvey – Information and Discussion

- Registration Update (Kim)
  - Currently 233 people registered, last year 253 people attended
  - Press release sent out today (9/15)
- Full Program online <http://www.oregonpublichealth.org/2017-conference-program-complete>
- Keynote only registration
- Section tables during poster session – to allow sections to recruit members to their sections
- Volunteers needed onsite – help needed at registration tables and keynote only registration
- Reminder: Invitation to Del Alma Monday night at 7pm – Dinner for Board members to have dinner together and meet some of the speakers

#### 2:40 Communications Committee – Robb Hutson – Information and Discussion

- Social media at the conference
- Keynote recordings and live streaming
  - This year the recordings will be offered for free with the possibility of charging in the future
- Conference promotion
  - Contest with prizes for tweets about the conference
  - Twitter wall – twitter feed, and Facebook live interviews with conference sponsors

## 2:45 Membership Committee – Rebekah Bally — Information and Discussion

- Introduction to OPHA information session Monday - held at the same time as the section meetings (held during the second half of the lunch hour break)
  - Rebekah invites anyone who is able to join to please attend this session and help introduce OPHA to students and other potential members.

## 2:50 Awards Committee – Caryn Wheeler —Information and Discussion

- 2017 Awards to be presented at conference. Caryn was not able to attend and there were no updates from this committee.

## 2:55 New Business, Coalition & Section Updates – Dianna Pickett – Information & Discussion

- Curtis Cude is rotating off the Board. Matt Davis will now be the Board representative for the Healthy Environment Section.
- There will be a new Chair and Secretary elected for the Health Education and Promotion section. They are offering scholarships for both the workshop and the conference for section members.

## 3:00 – Adjourn

### Upcoming Board Schedule:

- Board Meeting, Monday, October 9, 2:45-4:00 pm, at the Annual Conference & Meeting in Corvallis
- New Board Member Orientation, November 17, 11:00 – 12:45, Northwest Health Foundation (Arthur Room), Portland
- Board Meeting, November 17, 1:00 – 3:00 pm, Northwest Health Foundation (Ramona Room), Portland
- Board Retreat and monthly meeting, December 8, 9:30 – 4:00, Northwest Health Foundation (Ramona Room), Portland

### Other upcoming dates:

September 24 – Early Bird Conference Registration Closes

September 25 – Prices increase \$25 at all levels

September 26 – Development Committee meeting, 1:00 – 2:00

October 8 – Pre-Conference Workshop – Environmental/Public Health Literacy

October 9-10 – OPHA Annual Conference and Meeting