

VtPHA Board Meeting -- February 12, 2009 -- 5:30 PM -- ACS Office, Williston, VT

Present: Debbie Dameron, Sally Kerschner, Penrose Jackson, Burt Wilcke, Bob Costantino, Joanne Fedele

Unable to attend: Heidi Klein, Darlene Ahrens, Brian Flynn

Minutes Submitted by: J.Fedele

Topic	Summary	Action
<p>Update on Kellogg Grant</p>	<p>Burt reports that the contingency plan was developed and submitted to APHA. APHA called to discuss and it was accepted. Our business plan and member survey need to be completed. Burt has two samples of member surveys -- one from Idaho and another from Kansas. One is much more detailed than the other. The shorter version will better fit our needs. Our survey should ask about town of residence and APHA membership status. We will also include a question about what participants would like from VtPHA. Discussion on advantages of having this go out on surveymonkey. Audra can send final version out on using this survey tool.</p> <p>Preliminary discussion on business plans: Burt has asked APHA for some model plans and APHA has agreed to send some. Bob suggests that perhaps there is a plan available from one of the New England states. Perhaps RI or ME have plans that could be shared. Bob will follow-up with his contacts from these states.</p> <p>Get Ready -- Pandemic Flu Program: Burt reports that there is a statewide Emergency Preparedness Advisory Committee that meets quarterly with VDH. Burt will be appointed to this committee.</p>	<p>Burt will email his final version to us for our final comments. We will then ask Audra to send to VtPHA members via surveymonkey.</p> <p>Re: model business plans -- Burt to follow-up with APHA. Bob to follow-up with RI and/or ME.</p>
<p>Business Plan Discussion w/ Jim Lefevre</p>	<p>Jim Lefevre was present for part of tonight's meeting. Following introductions, Jim presented his understanding of VtPHA based on his reading of a summary of our capacity grant and our strategic plan. He understands that we are a small, voluntary organization. He perceives that our need is for someone to pull the plan together as board members are busy with their jobs. Jim also briefly explained his professional experience, primarily his 32 years with Planned Parenthood on several levels, locally, regionally and nationally. In 1996, he left PP to begin his own business, Lefevre & Associates, assisting non-profit organizations. Jim presented his perception of what the "ingredients" to our business plan might be. He also agreed that having a model or prototype will be helpful. His usual rate is \$875 / day. He estimates 4 days are needed, and is offering to do it for half of his usual rate. (Total of approx. \$1800 vs \$3600). Would like to have a target date for completion in April. Burt reported that this target date will meet our needs, based on the contingency plan that was just submitted to APHA. Sustainability, membership, marketing are all key issues for the business plan as these are goals in the strategic plan</p>	<p>Jim will submit a 1-page agreement with expectations/ scope of work, so all can be in agreement.</p> <p>Board is in agreement with pursuing this agreement with Jim.</p>

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<p>Advocacy</p>	<p>Bob reports that none of the Affiliates in Region I have written advocacy structures. The nature of the work does not lend itself easily to written structure. Issues arise and require action with timeliness. There is usually not a lot of time to plan our actions when these issues arise. Also, issues vary, often with each requiring a different type and level of approach or involvement. Bob suggests that we go back and activate our wiki. He set this up some time ago, and we have never used it. This may help us in communicating when advocacy issues arise.</p> <p>Our website definitely needs to play a role in helping to publicize some issues, i.e., recent fluoride issue, upcoming cap on co-pay for colonoscopy, etc.</p> <p>Burt brought up the recent communication from Audra & our webmaster re: a service called ConstantContact.com. Cost is reasonable. We should all go to this site to see if it will be useful to us. Will it help us build membership and stay connected?</p>	<p>Bob to follow-up in activating wiki. ADDENDUM: This was done 2/13.</p> <p>Board members should visit this site to assess its helpfulness to us.</p>
<p>Annual Meeting</p>	<p>We need to make decisions soon. Potential speakers are:</p> <ul style="list-style-type: none"> ◆ Dr. Georges Benjamin -- APHA Pres. (He may have a conflict with dates.) ◆ Barbara Kingsolver -- Author of <u>Animal Vegetable Miracle</u>. She will be in NYC in early May so may be able to come to VT. Her website suggests that best way to contact her is by postal mail. ◆ Eric Schlosser - Author of <u>Fast Food Nation</u>. ◆ Jean Harvey-Berino - Author of <u>The Eating Well Diet</u>. She is also Chair of UVM Dept. of Nutrition and Food Sciences. ◆ Possible speaker from Healthiest Nation Initiative <p>Bob reports that Capitol Plaza is available on May 5.</p>	<p>Bob will follow up by writing a letter to Barbara Kingsolver.</p> <p>Burt will contact Jean Harvey-Berino.</p>
<p>National Public Health Week</p>	<p>Theme is <i>Building a Foundation for a Healthy America</i>. Dates are April 6 - 12. Burt was able to listen to the teleconference which focused on the theme. Each day has a specific theme. Many tools are available on the APHA website. There are audio clips that we could use for radio spots, i.e., public service announcements. Suggestion made that we should go to APHA website and glean ideas.</p>	<p>More discussion needed. Please visit the APHA website to glean some ideas.</p>

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<p align="center">Follow-up on Action Items from Jan Minutes And Other Items</p>	<p>Many of the items were completed. Penrose still needs to give invoice to Burt as per Jan minutes. Audra did buy a notebook computer.</p> <p>Burt noted that that he got a request for us to help sponsor a speaker on nuclear power. It was decided not to pursue this. Burt also noted that the UVM Dept of Family Medicine is hosting a healthcare reform day in June. This is one example of how we could have co-sponsored this to raise awareness about VtPHA. Burt will follow-up and let them know that in the future we would be interested in assisting with this.</p>	<p>Penrose to give invoice to Burt.</p>
<p align="center">Next Meeting</p>	<p>Meeting adjourned at 7:10 PM. Our next meeting will be</p> <p align="center">Thursday, March 12, 2009 5:30 PM ACS Office, Williston</p>	<p align="center">PLEASE mark your calendars & plan to attend!</p>