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| **High Sierra AHEC**  Board of Directors  Meeting Minutes |  |
| **Date and Time**   * 10/16/2020 | 2:00 PM | **Location**   * In light of COVID-19, the meeting is on Zoom |
| **Members Present**  Marissa Brown..............................Nevada Hospital Association  Brittany Brown…………………………………..Renown Health  Jennifer Carson………...….UNR, Community Health Sciences  Robert Kidd................................................The Perry Foundation  Nancy Kuhles...........Nevada Speech and Hearing Association  Kylee McClure….........Institute for Heart and Vascular Health  Suzanne Norris.....................Northern Nevada Medical Center  Patrick Rogers.................................Community Health Alliance | **Staff**  Andrea Gregg, Executive Director  Dana Roscom, Program Manager  Taylor Stokes, Operations Coordinator  Amanda Aragon, Workforce Development Coordinator  Nick Dunkle, Special Projects Coordinator  Nicole Gaarenstroom, Disease Control Specialist |

1. **Call Meeting to Order**

Marissa Brown called the Board of Directors (Board) meeting to order at 2:02 PM, with present Board members making a quorum. The meeting began with introductions of all present Board members and the introduction of Nick Dunkle as the Special Projects Coordinator and Nicole Gaarenstroom as the new Disease Control Specialist.

1. **Consent Agenda**

The following item was presented for review and approval:

* 1. September 4, 2020 Meeting Minutes
     1. No corrections or suggested changes were requested on the September 4th meeting minutes. Marissa Brown called for a motion to approve the previous meeting minutes as presented. Robert Kidd made a motion to approve the meeting minutes and Patrick Rogers seconds; all in favor and none opposed, motion carried.
  2. 1 Year STSP Work Plan and Logic Model
     1. Andrea reviewed the Logic Model with the Board and explained that it will be used as an accountability tool for the next 3 years. Andrea clarified that it did not need a motion for approval, and Marisa confirmed before moving on to the next topic. Board members can expect to have this included on all meeting agendas moving forward.

1. **Lotus Radio Presentation**
   1. Andrea introduced Brandy Newman from Lotus Digital to the Board. She mentioned that this could be a tool for increasing the digital presence of AHEC in the community, a goal set during her annual review from the executive members.
   2. Brandy explained that Lotus is a broadcasting company that features a digital advertising strategic plan to help with brand awareness. She presented information about native advertising and mobile conquesting through the Lotus Digital platform. Native advertising uses artificial intelligence to place ads for a selected target audience in various formats depending on the web location on both desktop and mobile devices. It also allows Lotus to track visitors to the website and place ads for AHEC on the next websites that they visit. The other option, mobile conquesting, uses a similar system to place targeted ads only on mobile devices. Andrea clarifies that she is considering the Native advertising option because we will receive more impressions and make a higher impact on reaching the identified target audience.
   3. Brandy answers questions from the Board. She says that the contract would be a 3 month minimum at $1,500 per month. Also, she adds that the Native advertising would not place ads on social media. One of the biggest concerns from the Board was how to measure the return on investment. Andrea explains that the main goal for using the Native advertising is to increase brand awareness and drive the community towards the website, and AHEC could pull analytics on the website to see increases in site visits. Brandy adds that Lotus is able to provide data on click reports and ad engagements, and can provide recommendations based on that data to modify ad strategies.
   4. Overall, board agrees that this is a positive plan, however, has aksed that Andrea revisit the proposed stratagy, timeline of implementaion, behavoral catagories, and overall return on investment, providing an update during the next meeting.
2. **Program Director Updates** 
   1. 1 Year STSP Work Plan Update
      1. Dana shared the overarching goals outlined in the 1 year STSP work plan and expanded on the strategies of each one. Goal one was: “Creating equitable access to culturally competent and appropriate health resources: there are no barriers and individuals receive care regardless of their race, class, age, language, or place of residence in Nevada; rural and underserved communities have adequate health resources.” Goal two was: “Developing a diverse workforce: The workforce is representative of communities. Our healthcare workforce represents the patient population racially, ethnically, economically, geographically, linguistically and that is culturally competent.” Goal three was: “Developing integrated health systems: mental and physical health are valued equally and these services are integrated as part of health care delivery.” Goal four was: “Educating our communities so that they are knowledgeable and well-prepared to manage their own health: Our youngest generation becomes educated about their own health, making healthier choices as they grow and age, becoming empowered as patients and as future health leaders.”
   2. DHHS Scholar/Preceptor Closeout
      1. Dana explained that the DHHS Scholar Program has been wrapped up. She shared the post-evaluation results for both the scholars and preceptors. Scholars gave the preceptors an overall score of 4.25 out of 5, and the preceptors gave the scholars an overall score of 3.5 out of 5. AHEC received good feedback on the program from both scholars and preceptors. Despite the challenges prsented during COVID-19, Andrea and Dana will continue to seek similar partnerships moving forward.
   3. DETR Presentation/Proposal
      1. Dana reminded the Board that this item was initially put on hold due to COVID-19. She and Andrea were able to present AHEC’s programs to DETR later in the year, and now have the opportunity to update and submit their proposal again. She said that it should be ready to send out to DETR next week (October 19-23).
   4. BSW/MSW Preceptor Site Approval
      1. Dana shared that AHEC has been approved as a preceptor site. She does not yet know whether AHEC will receive a BSW or MSW student. She will update the Board when she learns more. Student is expected to start in January.
   5. Funding Development: ACT Challenge
      1. Dana shared that AHEC has surpassed the goal of raising $3,000 for the ‘A Community Thrives’ challenge. She and Andrea thank the Board for contributing a total of $800 to the challenge. The total donations reached $3,300 from 15 donors.
   6. Community Foundation of Western Nevada 2021 RFP
      1. Andrea shared that she will be going after the $25,000 grant with the focus of behavioral health integration. She mentioned that it would be a great tie in with the new BSW/MSW preceptor project. Letter of Intent is due 10/31/20.
   7. OWINN 13.8M Workforce Development
      1. Andrea gave an overview of the $13.8 million workforce development grant for the state announced by Gov. Sisolack on September 25th. She stated that this funding should offer support to health care and education, so it could be a great opportunity for AHEC. The team will be staying up to date on all updates with funding from this grant. At this time no RFPs have been released.
3. **Program Updates**
   1. Project ROARR
      1. Amanda shared a summary about the Project ROARR implementation that took place at Churchill High School. Some of her key points were that the feedback was very positive and she was excited to be able to conduct some of it in person. The students’ favorite topic was college preparation. Out of 44 students, 33 of them were interested in pursuing health care in the future. There will be a closing ceremony and presentation of scholarships covered by the local newspaper and attended by the superintendent.
   2. AHEC Scholars
      1. Amanda next shared an update on recruitment for scholars. Overall, there are 79 scholars in Nevada with 43 of them from High Sierra AHEC.
   3. COVID-19 Pregnancy Surveillance
      1. Nicole shared an update about the COVID-19 Pregnancy Surveillance project. She has been pulling backlogged data since August and is working on reviewing the information. She is collaborating with the state health department and the counties in Nevada to determine steps for patient reach out. She has developed some reporting forms and surveys to implement and is waiting on confirmation from the State.
   4. COVID-19 Education and Outreach Mini Grant
      1. Nick shared updates about the COVID-19 Education and Outreach mini grant. He mentioned that it is a collaborative project with UNLV School of Public Health and the Nevada Minority Health Equity Coalition. High Sierra AHEC will be working with the African American community. He has been working with various diverse organizations such as the NAACP to recruit participants from the African American community for the focus groups to determine how COVID-19 is disproportionately affecting them.
   5. Cultural Competency Training
      1. Nick next shared updates about the cultural competency presentation. He shared an informational flyer and outline document for the training, and updated the board on the changes and updates that have been implemented since the last BOD meeting. Next steps include sending out the presentation to stakeholders and experts in each of the topics for feedback and suggestions before submitting the presentation for state approval.
4. **Upcoming Events and AHEC in the News**
   1. Taylor shared a couple upcoming events for the organization including a drive thru vaccination clinic with Immunize Nevada on October 29th and the Influential Women of the Sierra Nevada awards virtual event where Andrea will be recognized as a finalist.
   2. Taylor and Andrea shared with the Board an editorial about AHEC featured in Northern Nevada Business Weekly, and also a half page ad for the organization that will be shown in the publication for the Most Influential Women of the Sierra Nevada.

**Closed Session**

1. **Executive Director Report**
   1. Digital Marketing Investment
      1. Andrea reviewed her plan for paying for the Lotus Digital advertising plan through using reserves and fundraising-unrestricted funds originally set for the Gala. She confirms with the Board that she will prioritize looking at the return on investment for this project and communicating with Brandy to learn more. Board grants Andrea the approval to move forward with this project.
   2. FY 19-20 Staff Reviews / FY 20-21 Goals
      1. Andrea said that she has conducted all of her staff reviews for this year. She mentioned Taylor’s goal of working on an operational plan for the Princeton Review. She also brought up Amanda’s goal of establishing a faculty advisor champion networks for enhancement of academic partnerships. She also reminded the Board of Dana’s title change to Program Director and her focus of funding development and sustainability and reinventing the Board’s program planning committee. She also explained that each staff member will be creating desk manuals for their positions.
   3. HR Employee Law Compliance Update
      1. Andrea said that she continues to work with her HR expert Sherry Griffin and has carved out room in the budget for her. Sherri has helped to reevaluate the personell guidebook, all of the employee job descriptions and updates to employee classifications as well as adjusting workers comp to include all non-payed staff and interns. The nex project will include analyzing the current hiring process to ensure compliance.
   4. Sales and Use Tax for TPR
      1. Andrea shared that there has not been any progress with this yet. The framework will need to be completed before moving forward with going through the sales and use tax application process. Andrea wants to ensure efficiancy with project delviery (systems, merchant options, and internal logisitcs) prior to signing up for sales and use tax.
   5. Balance Sheet and Accrued PTO
      1. Andrea shared the balance sheet with the Board and called attention to the accrued PTO number. She mentioned that she and Eva have noticed that it has sat idle for a long period of time and her CPA has suggested that it does not to be included on the balance sheet. She requested approval from the Board for taking it off of the balance sheet. Marissa Brown called for a motion to approve to remove the accrued leave from the balance sheet. Patrick Rogers made a motion to approve and Robert Kidd seconds; all in favor and none opposed, motion carried.
      2. Andrea next asked for suggestions from the Board members on how to change the language in the personnel guidebook to reflect changes to PTO. She will work with various members to obtain their PTO policies, presenting revisions to the executive committee for approval.
   6. Roth IRA vs 401K Plans
      1. Andrea mentioned that she has not yet moved forward with either of the plans. She shared the simple IRA would have not been feasible and she is now looking towards the 401k plan and shares that it would be more realistic considering its fluidity, the option for flexible matching, and the beneifts of fincnacil/account management. The Board discusses the grant-funded nature of AHEC and the importance of developing a contingency plan. She will continue to update the Board as she learns more.
   7. Board Support: HR Expert and Joint Letter of Support
      1. Andrea briefly mentioned that she will be looking for an HR expert to add the the Board, separate from Sherri. Andrea has also requested a general letter of support, writen and signed off my the executive members. This letter will completemnt grant/RFP applications.
2. **Financials** 
   1. Andrea shared the balance sheet with the Board again and explains that she is still waiting on receiving some outstanding payments to make up for the $27,000 in the accounts receivable. She expects this to be received over the weekend. She also shared that they have applied for forgiveness from the EIDL loan and were able to keep $4,000 from it with zero contengencies. She also explained that there was a total federal overspendature of $1,000. Finally, she reminds the members that she has yet to apply for PPP Loan Forgiveness.
   2. Andrea also briefly reviewed the Profit and Loss By Class form with the Board and asked for any questions. After none were posed, Marissa Brown called for a motion to approve the financials as presented. Robert Kidd made a motion to approve and Patrick Rogers seconds; all in favor and none opposed, motion carried.

**Meeting adjourned at 4:26 pm**

**Next Meeting: January 15, 2021th @ 2pm**

**Location: Zoom**

**Approved by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Recorded and Transcribed by: Taylor Stokes, Operations Coordinator**