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| --- | --- | --- | --- | --- | --- |
| Tess Barker | **P** | Richard Kazel | **P** | Michael Pease | **P** |
| Ann Battaglia | **P** | Jennifer Leszyk | **P** | David Riddell | **P** |
| Barry Brogan | **P** | Karen Madden | **P** | Carrie Roseamelia | **P** |
| Derrik Chrisler | **P** | Nancy McGraw | **P** | Jack Salo | **P** |
| Charlotte Crawford | **E** | Richard Merchant | **P** | Robert Wingate | **P** |
| Helen Evans | **P** | Gertrude O’Sullivan | **P** | Mary Zelazny | **P** |
| Sylvia Getman | **E** | Claire Parde | **P** |  |  |



**Board of Directors Meeting**

**September 28, 2018**

**12:45PM at Leonidis Room, Greek Peak Mountain Resort, Cortland, NY**

Board Members: P= Present, E = Excused

Others Present: Jackie Leaf, Sara Wall Bollinger, Melonie Lawrence, Casey and Pete Harrison

1. **Welcome, Roll Call:** Quorum was established.
2. **Call to Order:** Meeting convened was called to order at 1:06pm by Richard M.
3. **Agenda Modification:** Nancy M. moved to consent to agenda. Gertrude O. 2nd. Motion carried.
4. **NYSARH Student Intern Recognition:** Richard M. acknowledged Casey Harrison’ results presented yesterday at the conference and the potential impact on NYSARH’s ability to pursue additional funding support. Well worth the effort of the $1,000 stipend paid to Ms. Harrison who remains interested in providing future support to NYSARH.
5. **President:** Richard M. welcomed new board members, Mike P., Tess B., David R., and Nancy M.
6. **Committee Chair Open Floor:**
   * **Membership Committee, Jack Salo**

Jack S. reported on membership committee work: Highlights include website upgrade, additional direction keeping content current, awareness campaigns, database, newsletter. We have contact 4x/year with newsletter. All received annual report in padfolio. Partner publication efforts, pushing more timely info on social media, promote National Rural Health Day, discussion on platform for communication on social media to share info directly, setting up LinkedIn account, get involved in news media in general, more small town help-literature.

Jackie L. noted that we must keep in mind the cost of graphic design services and printing. If this is not in the budget the membership committee needs to propose adding it to the budget?

Jack S. moved to accept Strategy for Public Relations; Ann B. second. Motion carried.

* + **Conference Committee – Helen E.**

Everyone’s hard work to pull off the conference was commended by Helen. Attendance was up and in areas we exceeded committee’s set targets for attendance and profits.

As Co-chair for 2018, Helen is assisting with looking at different facilities for 2019. Reached out to six different potential sites in Western NY, 2 did not respond and 2 are all-inclusive. Derrik C. indicated all-inclusive problematic by not allowing government rates. Helen shared concern that as we grow some spaces will not be able to accommodate us when we hold the conference in rural areas.

Helen E., Ann B., and Charlotte C. met with Niagara Falls Convention Center. They have offered a very good deal to host our 2019 Conference there with attendee’s overnight accommodations across the street from them at the Niagara Falls Marriott. The deal offered is paying for actual food + 21% surcharge, at an estimated cost of $84/person +surcharge. If we include an evening Reception we are looking at $125.84/person total. No facility fees, but there are charges for AV equipment. We can reduce costs if we bring our own equipment.

State Park at Niagara Falls has a walking trail and willing to work with us to hold a reception with food at aquarium if we want an off-site reception. Could have a movie on how Niagara Falls was formed with group rate for watching. If we lock in now we get 2018 prices. Jack S. moved to accept Niagara Falls Convention Center. Mary Z. second. Motion carried.

Richard M. inquired about 2019 chairs. Derrik C. agreed to be a resource for next year’s chairs. Carrie R. indicated a desire for the poster presentation and walking opportunity to be held again. Jackie L. suggested getting locals from Western NY involved as chairs. A local sponsor could see benefit of advertising the area. (Ex. SVHC had Cortland County Convention and Visitor’s Bureau donated a gift basket worth $200+ this year). Richard asked David Riddell if he would co-chair. David said yes. It was suggested we ask Charlotte Crawford if she would co-chair.

Derrik C. suggested keeping momentum by asking NYSARH members to be involved in planning. Richard M. suggested reaching out to those who aren’t on board and those people who applied but didn’t get on board this year.

**Action:** Richard M. will ask Charlotte Crawford if she will co-chair the 2019 conference in Niagara Falls.

* + **Governance Committee, Claire Parde**

Claire reported there were 11 applicants for the four seats. Seven of those are returning members.

Derrik C. volunteered to join committee – would all benefit from more members if others are interested. Sara B. created a committee selection sheet, passed around at meeting and board members signed up for committees at meeting.

Claire thanked Jackie and team for assembling binders for new board members. Claire will share further information if needed.

Claire and Derrik C. discussed idea of password protected page for documents and committee materials. Richard M. reported Ashleigh from CNYAHEC is ready to create a members only section on the website. Derrik C. believes there is potential for conferencing other than calling all board members.

Claire discussed plans for new members mentorship and she will be reaching out to mentors and assigning them a mentee.

**Action:** Derrik C. and Claire will connect with Ashleigh on password protected documents.

* + **Finance Committee, Richard Kazel**

Rich K. reported on Jan. 1 – Aug. 13 profit loss

Finance Committee will meet on October 15 to look at post-conference financials.

November 12 at 2:30 committee will meet to go over specifics for 2019 budget – looking at costs. Please forward all information to Melonie and Jackie for next year’s conference numbers. It appears we have done very well.

* + **Policy Committee - Barry Brogan**

The policy committee will meet next on October 9 at 9am – Barry will be sending out agenda next week.

Need to reissue a priority survey for the policy agenda. Need to look at subject areas and design format to get it out to members.

1. **Conference Debrief:**

Derrik C. discussed NYSARH survey monkey conference evaluation will help next year’s chairs. Revenue is up for conference, as is attendance and there is general excitement about having a preconference workshop. Should we continue and if yes, we need a topic idea. Jackie L. said a Pre-conference Committee is needed as it is a bit separate from rest of conference. Need someone with knowledge of CEU system. Derrik was pleased with preconference facilities at Hope Lake Lodge. Richard M. asked chairs to debrief on experience. Derrik suggested conference planning meeting minutes be more task oriented to keep chairs on track, put people on the spot for follow up. Need to get more people involved in planning. Overall the committee structure was fine.

Helen E. shared her belief all subcommittees were well interlinked and enhanced conference. Setting clear deadlines is imperative. We were delayed in getting information out on time.

Derrik C. reported website now working well but still needs some updating.

Helen E. thrilled with numbers – sent out request for speakers and had to cull list because of response.

Richard M. thought it was an incredible job and he enjoyed this conference more than ever before.

Carrie R. agreed stating attendees much more engaged this year than last year – rooms fuller. Derrik felt a lot was learned from last year.

Rich K. complimented awards ceremony.

Claire P. reported feedback from longtime attendee who missed having a Clinical Track – felt that was a shift. Helen E. responded this was a conscious decision based on our target audience. Derrik C. believes we still need to find the right balance. Jack S. commented on Integrated Clinical and Community track. Jackie L. commented she saw more medical representatives including Cortland Regional Medical Center CEO, reps from Cayuga Medical Center and more FQHC reps in attendance than in past. Jack S. reported membership has been trying to increase those groups’ memberships but difficult to appeal to hospitals. Sara B. observed Behavioral Health had been missing in previous few years. Jackie L. mentioned telemedicine. Claire P. said thinking of technical program to capture most aligned w/NYSARH messaging at the moment. Helen E. stated there has been a debate on that – want members. Jackie L. stated early on trying to get members to share what they want to see at conference – should put that request out to all members.

Helen E. shared having Barry B. and Policy Committee take the lead on that section was a great resource and went well.

Jackie L. felt starting with Mark Fenton keynote was a great kick off and reported on utilizing Mark for a walk audit in Cortland and Madison Counties this same week in coordination with PHIP in order to reduce costs as keynote. SVHC helped sponsor with $1,200 towards the keynote. Richard M. agreed a great kick off. Nancy M. stated second time she has seen him present same material but he is never boring.

Tess B. stated as a sponsor was amazed by this conference. Had difficulty narrowing down track choices and wished more people from her organization attended.

Jackie L. stated there was an issue with photo release at the Pre-Conference Workshop. An attendee was upset that pictures were being taken and she didn’t sign anything. Gertrude O. responded there is usually no such expectation at a public forum. Jackie L. suggested adding to next year’s registration to cover bases.

Mike P. believed length of time was great. Breaks were perfect. He heard a suggestion about having a walking session after lunch. Jackie L. felt Mark Fenton would be the speaker to lead something like that.

Helen E. thanked Richard M. and Carrie R. for poster session/reception. It was phenomenal.

Sara B. emphasized way sponsors were represented was affective and felt honored for their role. Jackie L. concurred and that sponsorship information will remain on website until the 2019 conference info goes up.

Jackie L. brought up a few issues that we need to develop formal policies for:

* + Refunds for cancellations as of last Friday are being processed but we have to deduct a processing fee equal to what pay pal charges us.
  + What happens when someone registered but did not pay and then no-show’s.
  + What do we do when you select a speaker and then they ask to bring a co-presenter or to change to a panel and they all expect free registrations?

Jackie also suggested we research as to whether Paypal remains the best option (most economical and safe). Membership process needs software as there are people who think they are a member but haven’t paid for their membership. Sara B. suggested looking at the budget for what can be afforded for software.

Richard M. shared Ashleigh from his office willing to guide us on policy issues and Helen E. is also happy to share policies.

Richard M. thanked Conference Committee and Jackie. Executive Committee meeting in October or November to talk about SVHC and Sara B. – will have a meeting on what 2019 will look like and if any changes to contract should be recommended.

Mike P. suggested having panelists on a stage or riser as challenging to see. Helen E. reported there is a stage at 2019 venue.

**Action:** Jackie was asked to touch base with AHI to see what the date of their 2019 conference is so we can try to avoid picking them same date again.

**Action:** Establish clear policy re: registration – how to handle late cancels and no shows and who gets free registrations for conference.

**Action**: Establish software to handle membership registration and dues.

1. **Other Business:**

Barry B. and Richard M. looking at next steps for Economic Impact student. Will report to Executive Committee in November.

1. **Next Meeting:** Tuesday, November 27, 2018

Claire P. – Are we good in terms of meeting participation? We need to change Executive Committee with new doodle poll to meeting 3rd week of the month. Last Tuesday of the month at 11:00 am for full Board Meetings.

Helen E. – For National Rural Health Day we should recognize rural health workers.

Jackie L. suggested we recognize the three people who just won, launch our photo, populate Facebook

Barry B. moved to have a board resolution to recognize Casey Harrison, Mary Z. second. Motion carried. This will mean recognizing four individuals.

**Action:** Barry B. will send Jackie L. template.

1. **Richard M. adjourned meeting at 2:44pm.**

Minutes Respectfully Submitted by Jackie Leaf

11/26/18