

MEETING MINUTES

OREGON PUBLIC HEALTH ASSOCIATION BOARD OF DIRECTORS MEETING

February 20, 2015
1:00 – 3:00 p.m.

Robi Ingram-Rich, OPHA Vice President, called the meeting to order at 1:00 p.m.

ATTENDEES

APOLOGIES

In Person

Anna Stiefvater
Brian Johnson
Charlie Fauntin
Deborah Hobbs
Dianna Pickett
Jan Wallinder
Katherine Bradley
Marti Franc
Robina Ingram-Rich
Mitch Haas

Staff

Josie Henderson
Kim Krull

Guests

Phone

Jamie Jones
Laura Spaulding
Lila Wickham
Marie Harvey
Mark Shelnett
Nancy Findholt
Tahroma Alligood

Not Present

Elizabeth Miglioretto
Jana Peterson-Besse
Maggie Sullivan
Maria Elena Castro
Rob Hutson
Rosa Sepulveda Klein
Torrie Fields

KEY FINDINGS AND DECISIONS

- The strategic plan was adopted.
- Five legislative issues were endorsed:
 - Ban on Junk Food Marketing
 - Background Checks LC 1862
 - Child Access Prevention LC 2187
 - Transportation for Oregon's Future (funding package)
 - E-Cigarettes – HB 2546
- The funds were approved for a scholarship for a section member to attend Health Ed Promotion SOPHE Conference.
- Leadership contact emails will remain posted on the OPHA website.

MEETING ACTIONS

<i>Due Date</i>	<i>Action</i>	<i>Person(s) responsible</i>
3/20/15	Email vote on the strategic plan definition of Equity Groups – To be voted on over email.	Josie

{Actions are written in the format: {Due Date} {Action} + {email address}. If there is no due date set then leave blank}

DETAILS AND BACKGROUND

Agenda Topic 1: **Robert's Rules of Order Review--Robi Ingram-Rich**—Information and discussion. Handouts sent with meeting agenda.

Agenda Topic 2: January Board Meeting **Minutes – Dianna Pickett**

Motion: Tahroma requested clarification regarding the increase in Annual Conference Registration. A motion was made to approve the January Board of Directors Minutes with amendments (Marti) Approval was seconded (Tahroma) and passed unanimously.

Agenda Topic 3: **Treasurer Report—Jan Wallinder**

Jan presented the report to the board. This time of year there are usually few activities and changes, which is true this year. Of note, the report shows the final payment was paid to Metropolitan for their work. The Health Education Section has requested approval to pay for the expense of a scholarship for a member to attend the Society for Public Health Educators Conference and report back to the section. This was not listed in their section budget, but they are able to transfer funds to cover this expense. It is over \$500 and must be approved by the OPHA board. Jan recommends approval.

Motion: A motion was made by Jan to approve the Treasurer's report and the change to the Health Education Section budget, was seconded (Katherine), and passed unanimously with one abstention (Jamie).

Agenda Topic 4: **Executive Director's Report—Josie Henderson**

- **PHW Plans—volunteers for Public Health Week Workgroup**
The OPHD will provide a small amount of funds to create the PHW online statewide calendar and to coordinate Capital Visit Day this year. OPHA plans include a membership event with perhaps a film screening. Josie asks for members of the board to participate in the planning workgroup. Volunteers can contact her or Kim. Josie also reported that there has been a dip in membership so far this year from 475 to 460. The Membership Committee will be meeting soon to discuss member recruitment. Charlie suggested a low key membership drive during PHW.
- **2015-17 Strategic Plan (vote)**
Josie observed that the plan is ambitious and would like the board to consider the feasibility and capacity of several items in the plan as it is reviewed. The sections and committees may be able to take responsibility for some activities. She also said that the annual conference and Public Health Week were not initially included in the plan, but are important activities that are on-going yearly, so they have been added to the plan.

Goal 1:

Create, engage and activate **a visible, vocal community of Oregonians** who collectively **advance public health for everyone in Oregon.**

- **B-3. Encourage Members to share the message and take action; make their action visible** – The board would like training on effective use of social media to accomplish this goal.
- **C-3. External partners' events participation** – There is a sense that the sections have been doing this and sections could be asked to report this activity to the board.
- **C-4. Identify and work with Members to create and place op-eds and letters to the editor** – There is consensus that this is a stretch and should be removed. Op Eds are still encouraged, but we will not have a specific measurable goal in our plan.
- **D-6. Regional Representatives reach out to Members and potential Members in their area** – We have no budget for this activity; however, board regional reps felt it is doable.
- **E-1. Identify priority groups** – The Membership Committee doesn't have the capacity to meet this goal. It was suggested that the goal be divided to identify priority groups in year 1 and to build relationships in year 2. Deborah Hobbs offered to work with others on this goal.
- **E-3. Continue building and diversifying Board and Board's understanding of equity to ensure inclusivity, diverse perspectives, and expertise in equity** – The board feels unprepared to accomplish this goal and would like to receive training on this topic. It was agreed to remove this goal and explore training opportunities and resources for the board. The training might also be offered at the annual conference.

Goal 2:

Collaborate on the **development, adoption and implementation of local and statewide public health policies that enhance** prevention, equity and public health infrastructure.

- **B-2. Support Members in educating policymakers, the general public and others** - Sign on to organizations that track legislators' voting patterns. Report to our members on the voting of legislators on the bills that OPHA endorses.
- **C-4. Provide public health perspective and expertise for organizations working on non-health policy that has public health impacts (transportation, food systems, built environment, etc.)** – Consensus of the board is that this is doable and should be kept in the plan.

Goal 3:

Increase **public health professionals' capacity** to advance public health in Oregon.

- **B-1. Host a quality and well-attended Annual Conference** (Measure 3) Track and report attendee demographics: regular, student, retiree, low-income, race, gender and age. The program committee is unable to do this. However, it is simple to track and report a baseline this year because we are gathering this information from most registrations. Josie offered to do this.
- **B-7. Support informal networking events hosted by members** – Request that sections report these activities to the board.

Pg. 28 – Definition of Equity Groups – To be voted on over email.

Motion: Katherine moved that the board accept the strategic plan for 2015-2017 for OPHA with the exception of the definition of Equity Groups to be voted on over email. Seconded (Marti) and unanimously approved.

Agenda Topic 5: **Committee Reports**

Program Committee—Marie Harvey--Information and Discussion

- Conference dates changed to October 12 & 13
- Keynote search underway; Sen. Merkley is tentative, but looks promising.
- The board is asked to distribute Save the Date to networks, and to print and post the flier.

Development Committee—Katherine Bradley

- Employee Giving – This is being explored and appears fairly complicated. The committee will bring recommendations to the board.
- Fred Meyer Rewards Program – Also being explored.
- Update on Walkability Grant – Unfortunately, the grant was not awarded to the American Planning Association and was unsuccessful for OPHA. The committee would like to consider grants and requests a volunteer to research possible grant opportunities.
- Director giving – Board members are encouraged to donate to OPHA. Board giving shows commitment and support and is an important attribute when applying for grants.
- 2015 OPHA Sponsors-Exhibitor prospectus and matrix – received with handouts.

Policy Committee—Anna Stiefvater

2015 Oregon Legislative Session Endorsement Requests

- Paid Sick Days--Approved by executive team. Anna gave testimony to the legislature on Monday. This is an equity issue.
- Ban on Junk Food Marketing – Up Stream Public Health requested endorsement of the bill. The committee requests a vote to endorse in concept. Seconded (Jan) and approved unanimously.
- Background Checks LC 1862 – Oregon Alliance for Gun Safety requests endorsement of the bill. The committee requests a vote to endorse the bill. Seconded (Jan) and approved unanimously.
- Child Access Prevention LC 2187 - Oregon Alliance for Gun Safety requests endorsement of the bill. The committee requests a vote to endorse the bill. Seconded (Marti) and approved unanimously.

- Transportation for Oregon's Future - Up Stream Public Health requested endorsement of the bill. The committee requests a vote to endorse the bill. Seconded (Katherine) and approved unanimously.
- E-Cigarettes – HB 2546 – The Oregon Nurses Association requested endorsement of the bill. The committee requests a vote to endorse. Seconded (Charlie) and approved unanimously. (The bill on smoking in cars will be presented at the next board meeting.)

Agenda Topic 6: **New Business, Coalition & Section Update – Robi Ingram-Rich**

- Email addresses on website – The emails of all board members are currently listed on the OPHA website to promote transparency. There is concern that this makes board members vulnerable to spam. Board members were asked if they would prefer their emails were not posted. Consensus is that board members do not notice a significant increase in spam related to OPHA, so emails will remain posted on the OPHA website.
- Nursing Section Conference May 4 was announced.
- Health Ed Promotion SOPHE Conference Funds & Motivational Interviewing March 17 & 18 in Portland. Today the funds were approved for a scholarship for a section member to attend.
- Disability Section Sexuality and Disability workshop in May. Jessica Duke will be the speaker at the Youth Participation Action Research Workshop in April.

Agenda Topic 7: **Adjourn**

The meeting was adjourned at 3:01 PM

UPCOMING BOARD SCHEDULE:

Board Meeting, Friday, March 20, 1-3pm Location TBD

Board Meeting, Thursday, April 9, 3-5pm Hearing Room 50, Oregon State Capitol, Salem