

Oregon Public Health Association BOARD MEETING

February 17, 2012

Portland State Office Building Room 1D

ATTENDEES:

[In person]

Chris Kabel	Tom Eversole	Tom Engle
Robina Ingram-Rich	Jan Wallinder	Andrew Epstein
Viki Brown	Brian Johnson	Ann Krier
Ken Rosenberg	Alissa Leavitt	Anna Jimenez
Anna Stiefvater	Jessica Nischik	Josie Henderson
[telephone] Tosha Zaback	Charles Fautin	Lesa Dixon-Gray
S. Marie Harvey	Deborah John	Patricia Crozier
Viki Brown	Danielle Bailey	

[Absentees]: Joe Pfeifer Renee Hackenmiller-Paradis Kerri Lopez
Lisa Schaffner Dianna Pickett

Call to Order: at 1:03 p.m. by Chris Kabel, board president

Minutes: January minutes accepted with one change and unanimously approved: date needs to be corrected to January 20, 2012.

Treasurer's Report:

Jan Wallinder gave the February Treasurer's Report. Income is low and that is normal for this time of year. YTD budget will be changed for Feb year to date instead of 2012 moving forward. Increase in assets from last year, \$49,000 in 2011 and \$79,000 in 2012 at this time of year. In round terms OPHA's annual budget is \$120,000 per year and about \$123,000 including section budgets. The Epi section transferred funds from a separate bank account to the OPHA general bank account Goal is to move all sections to OPHA bank account. Ken Rosenberg asked about switching from a bank to a credit union. Discussion followed and since directors live statewide and credit unions tend to be local it was decided to stay with US Bank for now.

Process for Requesting Funds not in IPHA Adopted Budget:

Jan Wallinder gave an overview. Tom Engle made a motion to accept the document with one change: raising the \$500 cap for executive committee discretion to \$1000. Andrew Epstein seconded the motion. Motion passed with 22 in favor and one abstention.

Strategic Plan Discussion Highlights:

Tosha Zaback: recommended a change in Goal 4 (f). Increase the FTE to more than 1.0 FTE to 1.5 FTE. There is many work for a large organization. The recommendation was supported by Jan Wallinder and Charles Fautin.

Ken Rosenberg: requested clarification of “active profiles” in Goal 1 (B)

Pat Foley: Goal 3 (C)

Brian Johnson asked and Chris Kabel answered questions about assigning a task force or a person to champion the strategies, activities, goals, outcomes and actions as listed in the strategic plan. Josie Henderson clarified that the task force for implementation of the plan is a responsibility of the Executive Board.

Tom Eversole: further discussion of who is the holder of the strategic plan

MOTION: Adopt the strategic plan as presented except with the increase to 1.5 FTE in Goal 4 F iii 3 allowing for editing for typographical errors and formatting. Motion by Jan Wallinder. Second by Tom Engle. Unanimous acceptance

Future Board Meetings

Reported by Brian Johnson and Ann Krier

After studying options, the best technology at this time for OPHA board meetings is a good telephone system.

Locations outside of Portland were also scouted. The Salem Hospital community health education center has been chosen as the non-Metro meeting site for April and July 2012. It is wired for conference phone, ample (free) parking and food/dining is available in the hospital cafeteria. Tom Engle Question: Why Salem. Answer: more centralized for members traveling from outside Portland.

Salem Hospital is a sponsor of the OPHA Annual meeting and an OPHA member works at the education center.

Tom Eversole: New osteopathic school has opened in Lebanon. Western University of Health Sciences. The school should be added to Strategic Plan Goals 3Ca

Committee Reports

Development *Tosha Zaback*

1. Jennifer Messinger will be providing training before or after the May board meeting. The resource training will be on how to do “the ask,” develop sponsors/donors. Non-

board OPHA member who should attend the training should be identified and their information forwarded to Josie.

How many should be at the training? A: Board members first, then open call for unfilled spaces. Send paragraph - then vet the nominee. Self nominations welcomed.

Tom Eversole: folks should go in pairs when courting donors/sponsors.

2. Competitive proposal to APHA to help local/tribal/county/state health departments achieve accreditation. Partnership with CHLO, NWAHIB, OSU and Benton County. The consultant has been identified - Marnie Mason [professional management/quality improvement]. The letter of intent has been sent in. The proposal is due mid-March.
 - The one day training is planned for May 1, with 2 webinars and follow-up on lessons learned at the fall annual meeting.
 - Tom Engle: Acknowledge and thank APHA for the project. We want to support APHA in having small award projects and opportunities. Money for this grant is from CDC.
 - This activity matches up with Strategic Plan Goals 1B & 2
3. New templates for letters to obtain sponsorships for the annual meeting are now available for past sponsors and new sponsors.
 - There is a schedule for sponsorships. Seeking a sponsor for the keynote speaker, Richard Jackson.
 - Exhibit booth space is a stand alone category from sponsorships
 - Sponsors will be near registration. Exhibit booths will be where posters have been and the posters will move to dining-ballroom
 - Ana Jimenez: Is there a policy for who gets booths? PHarma?
 - OPHA should broaden the idea of who should be invited - Metro, Electric Cars?
 - Should the decisions reside with the program committee chair?

Program *Marie Harvey*

- Dr. Richard Jackson will be the keynote for Monday morning. His series "Designing Healthy Communities" was on PBS recently. He waived his usual honorarium and asked for a donation to his graduate program instead. OPHA will make a \$1,000 donation.
- Tuesday morning - John Kitzhaber has been invited. Bruce Goldberg has agreed to keynote or introduce Gov. Kitzhaber.
- Call for abstracts to go out May 14 with a June 25th due date. These will further build the program.

Public Health Week April 2-8, 2012 *Tom Engle*

During the past two years the public health division has devoted FTE and months to PHW. This is not happening for 2012. Upcoming activities/events:

- Panel on community care organizations
- RFPs will be out/Letters of Intent back in first week of April. Governor's office, Bruce Goldberg and primary care organizations

- *Photography contest through Northwest Health Foundation - not aligned with PHW*
- *Video contest not through PHW but will overlap - OHSU leads*
- *Sections have been approached by Tom Engle to do something during the week at the Portland State Office Building*
- *Counties - Multnomah will honor "Public Health Heroes" [people, agencies, etc]*
- *Possibly environmental health essay contest*
- *Ann Jimenez: Designing Healthy Communities videos will be shown at Portland Community College*
- *The OPHA website the home of the Oregon PHW calendar*
- *Counties who are working to accreditation will be doing awards/media events with community health assessment for quality improvement during PHW.*
- *Health rankings report due out April 3. Outreach related to report to be done by CLHO*
- *PHW has a daily theme provided by APHA*

Closing Comments

Ken Rosenberg requests "new business" be included in future meeting agenda

Tom Eversole: Public works departments and county commissioners would be natural invitees to see the "Designing Healthy Communities" videos.

Does OPHA have a video repository?

Should OPHA partner with OPB with Dr. Richard Jackson's visit to Oregon in October?

Adjourned: 3:02 PM Pacific Standard Time