**Kentucky Rural Health Association**

**Board of Directors Meeting Minutes**

**Telephone/Video Conference**

**October 10, 2013**

**10:30-11:30 am ET**

Members present: Debbie Duff, Sheri Erwin, Loretta Maldaner, Anna Jones, Kelsey Rutledge, Mike Muscarella, Jan Hurst, Denise Bingham, John Isfort, Susie Starling, David Gross, and Melody Nall.

Others present: Ernie Scott, Tina McCormick, Chris Workman

KRHA President Erwin called the meeting to order and welcomed everyone to the first video conference meeting for KRHA. She called for a motion to approve the August 8, 2013 KRHA BOD meeting minutes.

Approval of Minutes: Loretta Maldaner made the motion, seconded by Mike Muscarella. Minutes were approved.

President Erwin announced the appointment of Melody Nall as the new secretary of KRHA after the change of a joint Secretary and Treasurer being divided into two separate positions.

**Committee Reports (approximately 5 minutes each):**

* Communications (Tina McCormick for Andrew Bledsoe)

Committee is working on the Rural Health Update and gathering articles for the November issue. The KRHA Facebook page is up and Andrew will continue to add to the page – please send any upcoming events to him or Tina to have them added to the page. In addition, a request was made for any board members to send pictures that they took at the conference. More activity is being planned for expanding the social media presence of KRHA and Andrew is working with Chris Workman and the membership committee with the Facebook ad project. Plans for a new display board and an updated brochure were tabled until November meeting to allow members the chance to research designs. All pieces will be coordinated to better brand KRHA. Tina shared an invitation from Andrew for additional members of this committee.

* Education/Programs (Sheri Erwin)

Sheri shared that a new chair will need to be named soon for this committee as she cannot continue to chair as President of KRHA. Reports on the board retreat were all positive from those attending and plans for next year have begun with a new member orientation 2-4 pm and short board meeting to follow the day before the conference. Then all members could have dinner with a short board meeting to follow that evening.

Loretta Maldaner suggested the committee consider changing the conference to a one day event or move all major speakers to the first day to alleviate smaller audience for some of the speakers due to early departure of some conference participants. Discussion followed with several ideas shared with the Sheri for the committee to consider. The annual conference will tentatively be held the week of September 15, 2014. Sheri announced the keynote speaker for the 2014 conference: Neil Schulman, the “real” Doc Hollywood. He has offered additional programs, such as an evening comedy show, that could be used for fundraising for KRHA. Mike Muscarella asked if this could be used to begin a scholarship fund for KRHA. More planning and discussion will continue to maximize the presenter’s time at the conference.

Cost Reporting Workshop – October 24th in Lexington. 22 people have registered at this time and the organizers are hoping for at least 40. It is free and targeted for CAH. More promotion about who to attend and the name of the speaker will be sent out soon to clear up any confusion.

Rural Medical Educators Conference – Loretta Maldaner shared a concern about location for the event – stating that attendance would be better if held in Louisville or Lexington. David Gross suggested pairing the RME meeting with Legislative Day in Frankfort and Anna Jones agreed that might be a good time. Concern shared about the uncertain weather in February. The education committee will continue to plan on work on details for this event. And Sheri emphasized the need for a new chair for this group to be identified ASAP to keep planning moving forward.

* Finance (Debbie Duff, chair)

Committee met October 4th. They updated the financial request form and discussed action plan/goals and objectives for the year. The two main goals are 1)promote financial solvency for KRHA by working to assist the Board with finding new and maintain current revenue sources through contracts and/or partnerships and 2)move committee from 3 voting members to 5. A blast email created by Debbie to membership (outreaching to new members that are not involved in a committee) was sent out by Tina McCormick and resulted in a great response. The two new members are being confirmed and the others will be referred to other committees for service opportunities.

Revenue Fund Balance – The unanimous recommendation of the KRHA finance committee was to allow the KRHA CD to roll over for another 9 month term. Debbie spoke with the bank following the maturity notice, and her understanding is that as long as the CD is left on deposit past the maturity date there is not fee for early withdrawal should the funds be needed by our organization. Proposed future committee meetings: Dec. 4, Feb. 5, Apr. 2, June 4, Aug. 6.

* Governance (Steve Fisher, chair) – no report
* Legislative (Denise Bingham, co-chair)

Denise reported that Tina sent out an email blast for members to join this committee and an email about legislative redistricting on behalf of the committee. Loretta will work with Peggy in Frankfort for possible dates for the AHEC/KRHA Legislative

* Membership Committee (Chris Workman, chair)

Sheri shared that 24 new members have joined the organization in the last 30 days. Chris reported that drafts of social media messages have been sent out for review to KRHA leadership and waiting for comments. Ads will be tested on Facebook with the general population and direct those that click to the KRHA webpage. After this project, the committee will look at ads for LinkedIn to target professionals.

* Smoke-free KY Committee (David Gross, chair)

The committee met and is making a coordinated effort to complete the 15 letters to the editor & smoke-free resolutions (hoping to complete in 2-3 weeks). David, Dwayne Harris and Andrew Bledsoe will be meeting to develop a strategy for reaching out to newspaper editors for editorials. David asks all members to send date published, name of newspaper and a copy of the letter or editorial to Tina. Tina shared that she has emailed each board member a letter template for “letters to the editor”. David emphasized that this is the first non-KRHA funded initiative and it is important that we all do a great job and gain credibility as a statewide organization that can accomplish goals and tasks.

**Executive Director Update - Tina McCormick**

* Currently working with every committee of KRHA
* Working on smoke free KY initiative – she asks for any board member to report smoke free KY activity to her
* Working on getting evaluations in from the annual conference
* Site visits with new member recruitment will continue

**NRHA Technical Assistance Grant** – Sheri reported the grant has been submitted to NRHA and they have accepted it.

**NOSORH National Rural Health Day Activities – Thursday, November 21st**

* Ernie shared that KY Office of Rural Health is working on a “Celebrate the Power of Rural” in a statewide photography contest. This will create a stockpile of real KY photos for KORH and other organizations to use for future events. KORH has requested a Governor’s proclamation for the day. Also, KORH is asking all CAH and small rural hospitals to choose a “Rural Health Champion”.
* Ernie suggested that KRHA offer a statewide awareness webinar on November 21st that would bring attention to a rural issue. Sheri asked for members to send any ideas for a topic to her.

**Other Business:**

* David Gross mentioned he was intrigued by an idea by Mike Muscarella to develop a KRHA internship program for students. Mike suggested looking for students in KY university programs such as: MPH, MHA, MBA and undergraduate programs as well. It would be good to begin looking for resources to include a stipend for the students in this program. And this could lead to students being employed in KY. Mike will chair an Ad Hoc committee on developing this idea further.
* Sheri asked if the members liked the video conferencing format and the consensus was to continue with this format.

Next meeting December 12th.

Sheri Erwin, President adjourned the meeting at 11:30 am (ET).

Respectfully submitted:

Melody Nall

KRHA Secretary