

**Governor's Council for Community Health Partnerships**  
**Board of Directors Meeting Minutes**  
**March 13, 2008**

**Attendance:**

**Present:** Dr. Fred Alfele, Cynthia Boggs, Susan Dyess, Ann Faraone, Jane Irion, Deanna Lessard, Kathy Munz, Jacquie Nicholson, Bob Palin, Selma Verse.

**Staff:** Karen Christie.

**Absent:** Tara Finnigan, Dr. Yvette LaClaustra (proxy provided), Ann Miller, Patricia Patrick, Joe Peters (proxy provided), Jacqueline Rogers (proxy provided), Pierre Rodriguez, Elivio Serrano, Bert Tamarkin (proxy provided), Marcia Wagshol (proxy provided).

**Guests:** Cynthia Bartosek, Rose Rush.

**I. Welcome/Introductions**

President, Selma Verse called the meeting to order at 9:02 AM.

Selma welcomed Rose Rush, Director of Visiting Angels Homecare and thanked her for joining the meeting. Members, staff and guests introduced themselves.

**II. Minutes**

Bob Palin moved to accept the minutes of the January 22, 2008 meeting. Dr. Alfele seconded the motion. The motion was passed unanimously.

**III. Treasurer's Report**

Selma Verse presented the Program Balances through February 2008 and February 2008 Revenue & Disbursements Report to be included in the minutes of the 3/13/08 meeting. Selma advised that the Summer Camp Scholarship Fund was increased by \$25,000 due to the receipt of the Lost Tree Village Charitable Foundation grant for the 2008 camp year. Bob Palin moved to accept the treasurer's report. Jacquie Nicholson seconded the motion. The motion was passed unanimously.

**IV. Executive Committee Meeting**

Selma advised that the Memorandum of Agreement with the County re the fiscal support for the Summer Camp Scholarship Program has been signed by GCCHP and forwarded to the County for counter-signing. It is anticipated that it will be signed. A copy of the agreement was circulated at the meeting.

Selma advised that a second Memorandum of Agreement between the GCCGP and PBCHD is in process. The agreement will define the roles of the GCCHP and the PBCHD including the provision of an Executive Director and support services for GCCHP. The memorandum was drafted by PBCHD and has been sent to Tara Finnigan for review. It is anticipated that the Memorandum would be available to the Board at its next meeting. Cindy Bartosek explained that the Memorandum was required for the PBCHD to continue to provide support to GCCHP. She also advised that there is strong support from Tallahassee for partnerships and that the partnership between GCCHP and PBCHD will be a model for other counties. Jeanette advised that the memorandum could be sent out electronically to the members for review prior to signing. The memorandum itself is merely a formalization of what is currently being done. The activities and responsibilities defined in the document have come directly from the GCCHP documents. There are

no additional requirements for the directors, since all new directors go through the vetting process when they sign on as Health Department volunteers.

## **V. Nominating Committee**

Susan Dyess presented the Nominating Committee's proposed slate of officers for 2008-2009. Susan explained that Tara Finnigan had resigned the position of Vice President, but would be remaining on the Board. She advised that Joe Peters had agreed to serve as Vice President and she had agreed to serve as Secretary, if that was acceptable to the Board. Susan asked if there were other nominations from the floor. There were no nominations from the floor. Dr. Alfele moved that the Slate be approved as presented. Deanna Lessard seconded the motion. The motion to approve the proposed slate of officers for the 2008-2009 year was passed unanimously.

Susan Dyess advised that Patricia Patrick, Ann. V. Miller and Elivio Serrano had tendered their resignations and that these resignations needed to be approved by the Board. Dr. Alfele moved that the resignations be accepted. Bob Palin seconded the motion. The motion to accept the resignations was passed unanimously.

Susan Dyess advised that applications had been received from Sandra Gerber, RN, BSN, MSN of Glades General Hospital; Patricia Lord, CFRE and Executive Director of Glades Healthcare Foundation; Linda Roman, Director of Community Impact at United Way of Palm Beach County; and Jean Wicken of Columbia Hospital. Dr. Alfele moved that the membership of all four candidates be approved. Deanna Lessard seconded the motion. All four candidates were approved as new Board members unanimously.

It was noted that the goals of the new member selection had been to recruit additional representation from the hospital community, the public relations discipline and to ensure continued diversity on the Board. It was noted that Carrie Brown had been unable to take on Board membership. In addition, Keith Rizzardi had been unable to serve at this time since he was new to his position, but he is interested in being a Community Partner and attending meetings as he is able. Mr. Rizzardi is also willing to provide pro bono legal assistance to the Board if needed. It was noted that Board members can be added at any time during the year and that Board members should invite potential candidates to attend meetings.

It was noted that each new Board member would be assigned a mentor to provide support and guidance.

The resignees will be sent a letter of thank you for their service and will be added to the Governor's Council Community Partners list.

## **VI. Communications Committee**

Selma advised that since Ann Miller has resigned, the Communications Committee is in need of a Chairperson. The current committee members are Jane Irion, Joe Peters, Bob Palin, Jackie Nicholson, Marsha Wagshol and Dr. LaClaustra. Selma advised that the purpose of the Communications Committee is to handle marketing and communications issues for GCCHP. At present, the committee is revising the PowerPoint. The Communications Committee meets 2 to 3 times a year, as needed. Selma asked for a volunteer to serve as Chairperson. Since none of the members present volunteered and a number of Board members were unable to attend the meeting, Selma will contact the full Board by email and ask for a volunteer.

## **VII. Advocacy Committee**

The Gleaning activity was an excellent event. The gleaning team was driven to Pahokee where they picked corn. The process included picking 4 rows or about 1.25 miles in the period of 1.5 to 2 hours.

The team picked about 90 boxes of corn. Pictures have been taken that will be circulated. It was noted that pictures and a write-up could be sent to the newspaper for the next event to build more knowledge or and interest in the program.

### **VIII. Summer Camp Scholarship Program Sub-Committee**

Cynthia advised that Maria Watson, Summer Camp Scholarship Program Coordinator, had expressed her thanks to all of those Board members who participated in the registration of applicants for the 2008 Summer Camp Program. There were a total of 1806 applications taken. This does not include applications from the Glades, the homeless and children in foster care.

Cynthia advised that the March edition of Parenting Plus contains a full-page ad in the front of the listing of Summer Camps. Cynthia thanked Jane Irion for her efforts in producing the ad and obtaining the ad sponsors. Jacquie Nicholson advised that Stephanie Bontay of Modern Babies & Children will also publish articles or perhaps the ad as a PSA.

Cynthia advised that the sub-committee is actively looking for funding from new and additional sources. It was noted that although The Lost Tree Village Charitable Fund had increased their donation to \$25,000 from \$20,000 for 2008, they are pleased that GCCHP is looking for new sources. Cynthia thanked Jeanette Hartzell for her efforts with The Lost Tree Village Charitable Fund.

Cynthia advised that the Summer Camp Scholarship Program sub-committee has been requested for the GCCHP policy on the use of logos in ads and promotion. Cynthia explained that the logos that were included in the ad in Parenting Plus were those of the ad sponsors and did not include the funders. Cynthia advised that CSC had stated that if they pay 25% or more of the funding for an activity, they expect their logo to appear. CSC does provide more than 25% of the funding for the Summer Camp Scholarship Program. CSC's marketing person will attend the next meeting of the Summer Camp Scholarship Program sub-committee to discuss their branding policy. The Summer Camp Scholarship Program sub-committee would like the Communications Committee to provide a policy statement on the use of logos in ads and promotions, if possible, prior to the next Summer Camp Sub-committee meeting on April 8<sup>th</sup>.

Rose Rush advised that most large retailers (Target, Publix, etc.) have cooperative advertising available. Cynthia mentioned that GCCHP has a poster and a summer camp brochure that can be handed out. A copy of the brochure will be secured and provided to the Board.

Jacquie Nicholson noted that Bank of America provides grants that support the "under-served" that should fit in with the Summer Camp Scholarship Program. She advised that she will help Cynthia to apply for the grant.

Ann Faraone advised that the area PTAs often contribute to local activities. Karen Christie will send Ann Faraone a copy of the Summer Camp brochure and Ann will route it to the area PTAs. The PTA may be able to sponsor a "slot". Ann also advised that she has other funds available to send foster children to camp, if this is an issue in funding other applicants. Jack Holcomb will provide 150-200 summer camp brochures to Ann for distribution purposes.

Cynthia advised that they do not know the total number of applicants and the total funding requirement at this point.

Jane suggested that a letter-writing campaign could be undertaken. However, they needed a list of those of the people with money in the county.

The suggested ideas will be added to the Summer Camp Scholarship Program plan. It was noted that the sub-committee needs a fund-raising plan. It was also noted that Maria Watson's job does not

encompass fund-raising activities. "Legs" are needed to accomplish fund-raising efforts. The internship idea was again mentioned. It was noted that NOVA has a civic engagement person.

## **IX. Annual Meeting Committee**

Deanna Lessard reported that the annual meeting will be held on May 22, 2008 at Atlantis Golf and Country Club. A continental breakfast will be provided.

Awards will be given to: Leslie Lilly as the event speaker, Judy Klinek from the School District, Ian Oudit from the Community Food Alliance, Sharon Vereen from the Holiday Toy Store and a nominee from the Summer Camp Scholarship Program sub-committee.

It was noted that it was difficult to get bright pictures at Atlantis if the meeting is held in the same location as last year. Jack Holcomb will take the pictures at this year's event.

The mock-up of the invitation was provided to Jane Irion at the Annual Meeting Committee meeting following the Board meeting. Jane has Leslie Lily's biography and will follow-up with her to finalize the topics for the invitation.

## **X. Dental Van**

The dental van had been an initiative of the Governor's Council since 2001. However, the funding was not previously realized so that the initiative could be implemented.

A local philanthropist has embraced the dental health van for children as a pet project. Dr. Bilger has been working with her on a proposal to expand the dental sealant project for the past several months. There is a commitment to funding the dental van and the operating costs for several years. These funds will allow the dental sealant program to nearly double the number of schools participating. At present, treatment resources have been limited due to staffing limitations. Not having dedicated staff for the current school based program requires that the clinics close while the teams are at the schools, reducing services for those needing treatment. The donation will include funding for staff for the van. The County Oral Health Coalition is also looking into expanding the dental treatment resources using additional volunteers.

The sealant program is directed to children in the 2<sup>nd</sup> grade at Title 1 schools within the county. The van is intended for year-round use. During non-school periods there is the potential for using the Mobile Dental Program to provide early intervention services for young children in day care and Head Start centers, and other pre-school and elementary school programs.

The funding to purchase the dental van and provide operating resources will be handled through the GCCHP, which will act as a fiscal agent in the distribution of these funds. GCCHP has previously acted as the fiscal agent for the Hope Van whereby GCCHP accepted funding from the Quantum Foundation and made periodic payments to the Hope Van. The Memorandum of Agreement with the philanthropists' foundation is pending. Work is also being done to determine how the program will be evaluated.

The first year plans include the purchase of the van and hiring/training of the staff. In the second year, the van will be in the community providing services. Dr. Bilger is hoping to have the memorandum of agreement with the foundation signed by the end May of 2008.

Ann Faraone advised that she will provide a listing of the schools that will be available for summer dental work as well as foster care and homeless centers.

Bob Palin advised that the senior population had been a part of the original dental van initiative undertaken by GCCHP. Cindy Bartosek advised that the primary focus of the new initiative is children. The van is being designed with children's size in mind. However, the existence of this dental van will provide some flexibility for the staff currently working with children to meet other community needs.

The volume of children within Palm Beach County that needs to be screened and have their teeth sealed is extremely large. Further, the birth rate is increasing by approximately 2,000 per year indicating an ongoing and increasing need for the service. The Oral Health Coalition is currently working with the Health Department to perform a needs analysis and develop a resource directory.

It was noted that the dental van is still an initiative of the GCCHP and as such, does not need to be voted on. Dr. Bilger will be invited to attend a future meeting of the GCCHP to make a presentation on the dental van.

## **XI. Other Discussion**

Cindy Bartosek advised that the Executive Director's position is still under a hiring freeze due to budget cuts. She submitted a request to fill the position which was been denied by the budget review team. Cindy met with Dr. Malecki last Friday. They have reviewed the position description and made some changes. The request is being resubmitted to the budget team for consideration on March 13, 2008. The qualifications include experience with developing community partners, experience in leading a public and/or private partnership team and proven financial management. Some of the responsibilities within the program area have been shifted so that the new position includes responsibility for coordinating community planning. Candidates will not be limited to those with a Health background. This will be a Select Exempt position.

Deanna Lessard circulated the announcement for the Heroes in Medicine function that will be held at the Kravis Center on April 4<sup>th</sup>.

Jeanette Hartzell circulated the announcement for One Child At A Time luncheon to be held at the Crowne Plaza on April 24<sup>th</sup> at the request of Jack Holcomb. Dr. Mario Jacomino, the Delray Center Director, will be the recipient of an award at the event. Interested Board members were asked to advise Karen Christie that they would like to attend.

A listing of the 2008 meeting dates was provided to members for their files.

## **XII. Next Meeting**

The next meeting of the GCCHP will be on May 22, 2008 from 8:30-11:00 AM at Atlantis Golf and Country Club, 190 Atlantis Boulevard, Atlantis, Florida 33462.

## **XIII. Adjournment**

Selma Verse adjourned the meeting at 10:37 A.M.

Respectfully submitted,

Susan Dyess  
Secretary

Karen Christie (Notetaker)  
Administrative Assistant