

## GCACH Communications Committee Meeting

### Meeting Minutes

December 18, 2018 | 12:30 PM – 2:00 PM | Teleconference

**Participants** Joyce Newsom\*, Madelyn Carlson\*, Dan Ferguson\*, Sandra Suarez\*, Carol Moser\*, Wes Luckey\*, Lauren Johnson\*  
 (\* denotes they called in)

**Welcome & Introductions** Madelyn welcomed everyone and thanked them for attending the meeting for the Communications Committee. Madelyn reviewed agenda for the meeting and the 11-30 Communications Committee Meeting Minutes. Sandra Suarez motioned to approve the 11-30 Meeting Minutes. Seconded by Joyce Newsom. Motion passed.

**WIN211 Update** Wes and Lauren briefly updated the Communications Committee on their meeting with Joyce Newsom and Tim Sullivan from WIN211. The group met to discuss the validation process that Lauren and Wes completed. Tim and Joyce mentioned that they WIN211 is in the process of revamping the WIN211 database and front-end of the website. WIN211 provided GCACH with a CSV file to redo validation process with updated categories as identified by WIN211 team. Lauren and Wes to report back with updated findings.

**Sponsorship Policy** Lauren reviewed the updated Sponsorship Policy with the group. The group suggested to make further adjustments to the policy including the following:

- Minor adjustments to “Geographic Equity” section
- Updating the request period to a quarterly cadence (Quarter 1 (January – March), Quarter 2 (April – June), Quarter 3 (July – September), Quarter 4 (October – December))
- Set aside certain amount of money per quarter, if there are funds remaining at the end of each quarter, they will roll over to the next quarter
- Adding in descriptions of the GCACH Project Areas (Bi-Directional Integration of Physical & Behavioral Health, Transitional Care, Addressing the Opioid Crisis, Chronic Disease Prevention & Control)
- Removing orange boxes in the application

Lauren and Kylee to make adjustments to the Sponsorship Policy and present to the Board at the December meeting. Lauren will also add GCACH’s four project areas to the GCACH website.

**Adjournment** Madelyn concluded the meeting by thanking all for attending. Madelyn noted that Lauren and Kylee will work on updating the Sponsorship Policy and the GCACH website to include GCACH’s four project areas. The group decided to meet on a monthly cadence in 2019 to hopefully obtain more participation. Lauren to determine the best time and date to meet. The Communications Committee plans to work on the following projects throughout 2019:

- Improvements to the GCACH website
- Marketing/branding guidelines
- Video content
- ACEs Campaign

Meeting was adjourned at 1:15 pm.