

GCACH Communications Committee Meeting

Meeting Minutes

May 20, 2019 | 11:00 AM – 12:00 PM | Teleconference

Participants (* denotes they called in)	Madelyn Carlson*, Sandra Suarez*, Rubén Peralta*, Carol Moser*, Wes Luckey*, Becky Kolln*, Lauren Johnson*
Welcome & Introductions	Madelyn welcomed everyone and thanked them for attending the meeting for the Communications Committee. Madelyn reviewed the agenda for the meeting and the 3-29 and 4-15 Communications Committee Meeting Minutes. Sandra Suarez motioned to approve the 3-29 and 4-15 Minutes, seconded by Madelyn Carlson. Motions passed.
Review Additions to Communications Committee Charter	<p>Madelyn reviewed the changes to Communications Committee Charter.</p> <p>During the 4-15 Communications Committee meeting, the group decided to add the following objectives to the Charter to include verbiage around the Sponsorship funding allocations:</p> <ul style="list-style-type: none"> • Identify and approve funding allocations for Sponsorships • Evaluate Sponsorships and communications for geographic equity <p>Due to low attendance, the group decided to table the approval of the changes to the Charter for the next convening (6-17).</p>
Review Updated Sponsorship Policy and Application	<p>Lauren reviewed the updates made to the GCACH Sponsorship Policy and Application.</p> <p>Other than some minor grammatical and formatting changes, GCACH updated the following on the Sponsorship Request Policy:</p> <ul style="list-style-type: none"> • Added a definition for Applicant • Updated GCACH's four project areas • Added a definition for Sponsorship(s) • Added verbiage for if the event is cancelled • Added a definition for non-allowable costs <p>GCACH made the following changes to the Sponsorship Application:</p> <ul style="list-style-type: none"> • Added a section at the top asking for the date of the event • Added a section at the top asking for the requested sponsorship amount • Added a section at the top asking for the event location and address • Added a section at the top asking for the mailing address of the requesting applicant <p>GCACH staff also revised the questions on the Sponsorship Application to avoid redundancy.</p> <p>Due to low attendance, the group decided to table the approval of the changes to the Sponsorship Policy and Application for the next convening (6-17).</p>
Review GCACH Marketing Materials	Per request of the Committee members in the 4-15 Communications Committee meeting, Lauren reviewed the GCACH Legislative Flyer, the GCACH Brochure and the GCACH Banner.

The Legislative Flyer was created by Better Health Together in an effort to consistently present the nine ACHs to the legislators in October 2018. This flyer includes our Local Health Improvement Network (LHIN) map, names of the 17 GCACH Board members, current funds flow, descriptions for GCACH four project areas, Patient-Centered Medical Home, and our initiatives. The group suggested adding a caption under the current funds flow table to mention the date the table was created.

The GCACH Brochure was created for the Community and Tribal Engagement Specialist to use upon his travels. The brochure includes a description of GCACH’s four project areas, an overview, GCACH’s Board of Directors, GCACH’s vision statement, and contact information for each staff member. The group suggested making several changes to the brochure, including changing out the LHIN map to include the county map, adding in a short description for the GCACH Board of Directors and taking out the name of each Board member, switching out a couple of the photos included in the brochure, and adding more color. Lauren agreed to make the suggested changes and have ready for the group to review during the June Communications Committee meeting.

Next, the group reviewed GCACH’s new banner. This banner will be used at health fairs, sponsored events, and GCACH meetings. The banner includes GCACH’s logo, slogan “advancing the health of our population,” a map of the GCACH region and GCACH’s website. The group liked the appeal of the banner and thinks it is a great addition to the marketing materials.

<p>ACEs Taskforce/ Campaign Update</p>	<p>Rubén briefly gave an update on the ACEs Taskforce update. During the last convening (5-10), the Taskforce approved the Charter, confirmed the Community Resilience name and brainstormed on the topic “what does community resilience look like?” The group also created a sub-committee that will work on coming up with a road map for the Taskforce.</p>
<p>Adjournment</p>	<p>Due to lack of attendance at the Communications Committee meetings, Madelyn suggested proposing a new monthly time for the convening to committee members. She also suggested reaching out to new Board members to see if they would be interested in joining the committee. Madelyn concluded the meeting by thanking all for attending. Meeting was adjourned at 11:46 am.</p>