

**ECHO (Emergency and Community Health Outreach) Board of Directors
Meeting
Minutes September 1, 2010
AMC/ECHO, St Paul, MN**

Meeting attendance

Board Members	Membership Position	1/6	3/3	5/5	7/7	9/1	11/3
Astrid Ollerenshaw			X	X	X	X	
Bob Herman		X	X	X	X	X	
Chris Kuhlman		X	By phone	X	X	X	
Jay Elepano	Vice Chair	X	X	X	X		
Jill DeBoer		X	By phone		X	X	
Julie Ring	Secretary	X		X		X	
Kevin Verzal	Treasurer	X	X		X	X	
Kristen Norman-Major	Chair	X	X	X	X	X	
Maritza De Jesus	Resigned	X					
Sandy Lien		X	X	X	X		
Troy Dickinson		X	X	X	X	X	
Valerie Donovan					X	X	
Staff:		1/8	3/3	5/5	7/7	9/1	11/3
Lillian McDonald	Executive Director	X	X	X	X		
Suzanne LaPalm	Administrative Board Support	X	X	X	X		

Cathy Schram	Substitute Administrative Board Support					X	
Guests:		1/8	3/3	5/5	7/7	9/1	11/3
Buddy Ferguson	MN Department of Health	X					
Mary Mackenberg-Mohn	Potential Board Member			X			
Jeannine Mueller Harmon	Potential Board Member					X	

TOPIC	DISCUSSION	DECISION/FOLLOW-UP ACTION
1. Welcome and approve/alter agenda	<p>Chair Norman-Major called the meeting to order and welcomed those in attendance.</p> <p>Lillian introduced the guests including Violet Arnold who specializes in team function.</p> <p>July minutes for approval.</p>	Jill moved to approve the July minutes. Kevin seconded – motion passed.
2. ECHO financials, review of 2010 budget	Kevin reviewed the current financials and the 2010 budget.	Julie moved to approve the current financial report. Valerie seconded – no further discussion – motion passed.
3. Treasurer presents for consideration/review 2011 budget (BOD vote requested November 3, 2010)	Kevin reviewed the 2011 proposed budget. Discussion on budgeting to hire an assistant director.	

TOPIC	DISCUSSION	DECISION/FOLLOW-UP ACTION
<p>4. Report from the Executive Director</p>	<ul style="list-style-type: none"> • Development Updates <ul style="list-style-type: none"> ○ PHEC/MDH Deliverables and PHER Funding projections – Impact on ECHO PHER – metro local agency contributions this year. Not all counties used PHER funding, but on Aug. 2, the feds moved deadlines up to August 30 of this year. Due to this, we will accomplish 2 of 4 of those deliverables this year. However, this deadline may change once again. Discussion on how to address leverages of funding for the year. Noted that next year PHER funding is off the table. ○ Sponsorship 2010 update ECHO has asked sponsorship from Blue-Cross Blue Shield systemic training day ○ Komen Foundation - update Medica grant 2011- update ○ Event Update 	<p>Members had an opportunity to sign up for events as a sheet was passed around the room</p>

TOPIC	DISCUSSION	DECISION/FOLLOW-UP ACTION
	<ul style="list-style-type: none"> • ECHO Growth model update <ul style="list-style-type: none"> ○ AMC ED- hire – Update - Six finalists at this date. To hire by the end of September. ○ CTV Channel 15 building proposal – Outgrown facilities and are moving into a new building. Would ECHO be interested in coming on with this site? Benefit of a studio in building. The scorecard on programming was reviewed by Lillian. <p>Lillian noted web site visit increase. Discussion regarding how we might know who is viewing the web site.</p> <p>Now tracking community outreach as well.</p> <p>You Tube very popular now – a “must have” in the Somali Community.</p> <p>T.V. viewing has increased considerably from last year.</p> <p>Discussion: Are we paying for social networking. No. Have managed to continue to do so for free. Does the phone line need to be looked at in consideration of cost/value? Compare to You Tube view and TPT view for efficiency.</p>	<p>Lillian will continue conversations with CTV and report back.</p>

TOPIC	DISCUSSION	DECISION/FOLLOW-UP ACTION
	<ul style="list-style-type: none"> • BOD membership and staffing updates <ul style="list-style-type: none"> ○ Outreach sign up – went around the room 	
5. Committee Updates	<ul style="list-style-type: none"> • Executive Committee – <ul style="list-style-type: none"> ○ 2010 Event “Adjustment” thank you for signing up ○ November 16 ECHO Stakeholder Summit Breakfast at Wilder – Not a true fundraiser, but an opportunity to thank stakeholders. Added to the summit some recognition of partners. Requested nominations for community talent. A more formal process will be added next year. If you have not yet sent in a nomination, there is still time to get it in. ○ Save the Date Flyer/Event program review A draft of the flyer was available for review. Can we get everyone to captain a table this year? Using “E-invite” for RSVP this year. It is also “Give Minnesota Day” and folks can do online contributing. 	<p><i>Add “Give Mn” language to Save the Date for Immigration Matters</i></p> <p><i>Final draft of save the date to be delivered to board members for distribution before the event</i></p> <p><i>Chris to proof program and flyer</i></p> <p><i>To ask Goldberg from Kare11 to emcee</i></p>

TOPIC	DISCUSSION	DECISION/FOLLOW-UP ACTION
	<ul style="list-style-type: none"> <li data-bbox="680 240 1325 667">• Programming Committee – Troy reported that the committee met Monday and discussed survey results. Key findings: Need more outreach and bilingual talent at events. Going forward hoping to enhance survey with a deeper level of questions. Need better demographics of survey participants. Next: promote survey results with community partners. Survey Monkey and next year to find a sponsor for the survey. Take survey to classrooms and clinics as well. Color code tied to emergency preparedness and education. <li data-bbox="680 753 1251 813">• Communication Committee – (Discussed earlier) <li data-bbox="680 899 1262 959">• Development Committee – (Provided in ED’s report) reported earlier <li data-bbox="680 1013 1325 1398">• Activation and Emergency Preparedness – Valerie reported that since June they have begun emergency outreach plan streamlining. In using plan have found more streamlining opportunities. Lillian working with committee to integrate into 3 urban counties in 2010. Have developed an “activation triggers” document and will get feedback on the 15th and bring to board meeting for approval. Working with state and local partners as well as community to determine when we activate and 	

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	<p>what vehicles we would use at that time. How will our services be funded? The committees' roles now are tactical in nature and thought is to get tactical things done in 2010 and then moving more into an advisory role. Leverage committee perspectives, connections and expertise. Look to recruit more membership. Task force for tactical pieces in 2011. A couple of exercises are on the agenda – Northern Lights 5-state Infraguard Sept 23 – if anyone is interested, Valerie will send links. Also MDH USPS Postal Exercise. This is going to happen early 2011. ECHO to work with USPS team to deliver anthrax vaccine to communities (or some such).</p>	
Critical Conversations notes below		
6. Adjourn with reminders	<ul style="list-style-type: none"> • Next Executive Committee Meeting, 9:00 a.m., Monday, October 4 at ECHO • Next BOD meeting, Wednesday, November 3 at MCIT (NOTE MEETING LOCATION CHANGE) • Committees meet at the discretion of committee chairs 	Julie moved to adjourn. Kevin seconded the motion. Motion carried.

Critical Conversations Minutes

1. **How can we take ECHO to the “next level?”**
2. **How can ECHO fundraise enough to take us to the “next level?”**
3. **Does ECHO need to go to the “next level” or should we keep ourselves “as is?”**

Member input and discussion on questions 1, 2 and 3 below:

Sandy

1. Community Outreach
Ambassadors at events
2. 6 month funding reserve
3. Trade-out/partner phone with “Optimum/optimized health/other”

Kristen

1. Get Asst Director
2. Community Outreach
3. More development prospects/system

Valerie

- Deliver on existing commitments
 - PHEC
 - Komen
 - R_J
- Fundraising /New Grants
 - Development Task Force
 - November Event Task Force
 - Community Fundraising
 - Volunteer Match
 - Cost/Recovery Model
- Community Outreach
 - MN Prep Fair (9/21)
 - “Ambassador” training for board members
 - Participation in Emergency Preparedness Task Force

Jill

1. Enhanced development plan and specific, detailed process for implementation
2. Further define role of BOD, ED, staff, community members on committees (shared expectations and equity)
3. Determine emergency response funding models – both infrastructure funding and ac response funding

Troy

1. Finalize ECHO process and streamline where possible
2. Finalize 2010 deliverables
3. Secure funding streams for 2011

Chris

1. Increase brand/name recognition
2. Secure renewable funding – explore more funding in civic entities

Kevin

1. Geographic Expansion Plan
2. Community Outreach
3. Hire an assistant director – more people/resource

Astrid

1. Community Outreach – refugee and immigration issues - Participate in more events
2. Phone system with expert company to interpret
3. Internship plan for staff

Bob

- 1) To increase awareness of ECHO – what we do. Funders/users/information suppliers
- 2) Increase funding – expand pool of who we are going to. (i.e. Salesforce.com will give to non-profits)
- 3) Increase utilization of ECHO – tied into awareness and our understanding of who and how are using us and how effective we are

Julie

1. Secure one source of infrastructure funding.
2. Hire assistant director – important for the growth of ECHO
3. Better define relationship with Minnesota departments of health and homeland security. Related to emergency activation and funding. ECHOs role related to emergencies.

SUMMARY DISCUSSION:

- 1) **Outreach**

- 2) **Staffing**
- 3) **Fundraising**
- 4) **Operations**

Discussion: none

Question: where do we want to focus our efforts in the next six months (in addition to what we have already discussed)?

OUTREACH – development moving forward

- 1) **To (reinvigorate) continue to build partnerships with ethnic communities**
- 2) **Services in the ethnic communities where we can reach people (clinics, etc)**

1st. STAFFING

- 3) **How possible to get own payroll system – teleworking, contract staff, etc. There are benefits tied into the contract. What are all of the limits of AMC? Can we get some cost estimates for improving staffing for the November meeting? Bob has non-profit annual survey on cost estimates for AD**

2nd. FUNDRAISING

- 4) **What is the best model? Short order contract for funding stream template?**
- 5) **Long term and infrastructure**

OPERATIONS –

- 6) **Deliverables - Emergency preparedness task force covers this area well at this time**
- 7) **Processes**
- 8) **Relationships and Partnerships**

Four task force groups needed. Board members to participate on the groups.

Fundraising: short term/long term, consultant/staffer - Valerie, Jay, Astrid

Staffing: Kevin and Bob and exec committee

***Next board meeting to have Kevin and Jay (executive committee) present on staffing to be better able to make a decision on where to go from here. Should this information be prepared for September – is it an urgent need? To**

determined that we need to do research for 2 months. Need to wait for AMC ED to come on board. Discussed what board members can do to step up to do in the next couple of months to help with the workload.

**Champion for Tissue Paper Task Force: table captains – need old lists and new lists
Event coordination: Kris and Astrid**

Respectfully submitted by,
Cathy Schram