

Marion County Hospital District Board of Trustees Meeting Minutes

October 30, 2017 @ 5:00 p.m.

Marion County Hospital District Office
1121 SW 1st Avenue, Ocala, FL

David Cope - Chairman of the Board

Call to Order

David Cope called the October 30, 2017 regular meeting of the Marion County Hospital District Board of Trustees to order at 5:26 p.m.

Board Members Present

Larry Strack, Ken Marino, Randy Klein (arrived at 6:19 pm), Rich Bianculli, Ram Vasudevan, David Cope, Sam McConnell

Board Members Absent

None

Present by Phone

None

District Attorney Present

Joe Hanratty, Charles Forman

Others Present:

Dolly Dockham, Curt Bromund, Heather Wyman, Brianna Liles, Patrick Gilman

Public Comment (3 minutes)

None

Approval of Previous Minutes

A **Motion** was made by Sam McConnell to accept the Minutes of September 25, 2017 and October 24, 2017 as presented. The **Motion** was seconded Larry Strack. The **Motion** passed unanimously.

MCHD Financial Reports, Budget vs. Actual Balance Sheet and Income Statements.

Debbie was absent and had reviewed all of the MCHD Financials for the month of September 2017 at the committee meeting.

A **Motion** to approve all of the MCHD Financial Reports for the month of September 2017 was made by Sam McConnell. The **Motion** was seconded by Larry Strack. The **Motion** passed unanimously.

2017/2018 District Meeting Dates

Revisions for 2017

November 14th, 2017 Committee Meeting will be cancelled

November 20th, 2017 Board Meeting will be changed to Monday November 27, 2017 (Monday after Thanksgiving)

Revisions for 2018

November 2018 – no committee meeting

November 19th, 2018 meeting moved to November 26th, 2018 (Monday after Thanksgiving)

Investors Quarterly Sessions for 2018

Recommended to begin at 10:00 a.m. or later instead of 9:00 a.m.

A Motion was made by Ken Marino to accept the 2017 - 2018 District Meeting Dates as revised. The Motion was seconded by Sam McConnell. The Motion to Recommend passed unanimously.

2018 MRHS/MCHD Officers – Officers were approved for MRHS and MCHD for the year beginning January 2018 as follows:

Chairman – Rich Bianculli

Vice Chair – Sam McConnell

Secretary/Treasurer – Randy Klein

A Motion to approve the above nominations was made by Ram Vasudevan, the Motion to approve was seconded by Larry Strack. The Motion passed with no oppositions.

MCHD Corpus Calculation - Sam McConnell has requested that Debbie Cooper have a copy of the most recent Corpus calculation available at the October board meeting. The Corpus is currently calculated at \$227,157,974.

New Business

Grant Committee Update

Chronic Disease Projects (FANS/AMP) Update

AMP – Goals of AMP - Develop a comprehensive fitness and nutrition program for Marion County residents, including a competition-based model to encourage increased physical activity. Rich Bianculli recommended that Brianna show categories as Implement, Measure and Adjust under her goals.

AMP Phone App & Website

- Weekly meetings with Taylor, phone app developer
- Phone Application- an innovative, competition-based health initiative developed by the Marion County Hospital District. Some of the app features include:
 - Automatically set up and track your movement- no matter which app you use
 - Earn points for each step
 - Secure log in and password
 - Talk with friends/groups/amplifiers
 - Get notifications of upcoming challenges and ways to earn bonus points, wellness and nutrition tips, exercise opportunities, motivational quotes, recognition of CHAMPS, nearby and local events
 - Calendar of Events
 - See the leader board to know where you and your team stand
 - Ready for Beta testing- Nov '17
 - Marion County Parks and Rec, YMCA employees and Marion County Medical Society Billing department are going to participate
 - Ready to Launch- Jan '18
- www.ActiveMarion.com- Website is being developed

AMP Community Campaign- Create public health awareness campaigns that: improve knowledge about the benefits of physical activity and ways to overcome barriers

- Capacity Building- including local media, promotional items and education materials
- Coordinate with community collaborations and workgroups & build community partnership
 - CrossFit Living
 - CrossFit Ocala
 - Frank Deluca YMCA
 - Orange Theory Fitness
 - Power Yoga Ocala
 - Zone Health and Fitness
 - Mojo's Grill (3 locations- Ocala, Silver Springs and Belleview)
 - Crazy Cucumber
 - Horse and Hounds
 - Swampys (Dunnellon)
 - Marion County Parks and Recreation
- Media campaign- start Nov 2017
 - #1 goal- Get people to Download the App
 - Kickoff event
- Social Media Messaging- Due Nov '17
- Working with creative team to develop a conversation calendar for social media; that include AMP key messages and branding

AMP Worksite Wellness

- Ongoing meeting with Barrett Liner and Buss re: workplace wellness, partners and best practices
- Finalize the Healthy Workplace Certification- Gold, Silver and Bronze
- Core4 at Worksites
 - Work with partners to provide health education
- Barrett Liner and Buss has reached out to existing worksite partners to schedule meetings and identify amplifiers
- Department of Health will be promoting AMP and the phone app at Faith Based Organizations

AMP Outreach and Events

- Calendar of Events- integrating community partner events
- Capacity Building with Marion County Parks and Rec to increase visitors to parks while encouraging physical activity (walking)
- Kickoff- Jan 2018
- Mayor's Challenge- March 4th, 2018
- FreeDOM Clinic Health & Wellness Event- August 2018
- AMP awards and recognition for top performers- End of each quarter
- Education opportunities at local community events

FANS -Greenhouses/High Schools: MCPS submitted a timeline for the VHS greenhouse with a completion date of Dec 22,2017, Meeting with Belleview High principal and Key staff on Oct 24th to sign them on as our 2nd High school North Marion will most likely be the 3rd High School.

Learning Landscapes/Middle Schools: Met with a State Horticulture Consultant and Landscape Designer from the County to finalize the plans for the Food Forest at Ft King Belleview Middle School is submitting their project design and will begin in November growing Microgreens Met with key staff and Principle at Osceola Middle. They will submit a project design and plan within the next 2 weeks.

Elementary Raised beds: Belleview Santos will plant 4 beds on 10/20, Evergreen scheduled for 11/2

FANS Club: VHS club promoting the importance of eating healthier and conducting surveys about current menu options Farm to School week (Oct 23rd) has several activities planned including Lettuce Wrap taste test from first harvest at VHS.

Grants 3.0 – Summary Letters – Thirty-one grant summary letters were received and 12 have been approved at the committee meeting to submit a grant application, the following applicants were selected for invitations at the committee meeting:

FitKids – Kate Ingebretsen
Children’s Alliance – Nancy Castillo
Univ. of Florida IFAS – Nancy Gal
College of CF – Matt Matthews
Kimberlys Center – Dawn Westgate
FreeDOM Clinic – Ann Burnette
Free Clinic Consortium – Cindy Grow
Interfaith – Karla Grimsley
Barrett Liner & Buss – Laurel Lingle
Langley Health – Vicki Wynns
Quit Doc – Manette Chesareck
Boys & Girls Club – Stan Creel

After some discussion it was decided to add others that had 3 or more yes votes to the list. Ram Vasudevan made a Motion to add 5 others that had 3 or more votes to the invitation list. The Motion was seconded by Larry Strack. There were 5 votes in favor of this decision and 2 nays (Sam and Rich). Sam stated that the committee had a voting system in place and that should stand at the board meeting otherwise should have had another Grant meeting to discuss the letters in more detail.

The Five other applicants added to the list are:

Children’s Home Society – Nikole Duvall
Nat’l Assoc. Mental Illness – Gerry Brent
La Guadalupana Clinic – Jason Halstead
GreenLight Mental Health – Patrick Gilman
Rural Women’s Health – Robin Lewy

TMP and ChappellRoberts Contracts - Both contracts below went through a process where we solicited bids for services and received proposals from at least four companies (each). In addition, these contracts fall within approved budgetary line items for our chronic disease prevention projects. Joe Hanratty reviewed them too. The two contracts engage a marketing firm to assist us with the development of our marketing and public awareness campaigns. There is a separate contract (CRMG) for media purchasing and data collection.

TMP Contract (AMP App) – Taylor Michel Contract for \$50K needs approval – budget was approved already – contract is for the Active Marion Project Mobile App.

A Motion to approve the TMP Contract as presented was made by Rich Bianculli. The Motion was seconded by Sam McConnell. With no further discussion, the Motion passed unanimously.

ChappellRoberts Contract – Curt gave a brief description of the ChappellRoberts contracts to be approved. It is for advertising, marketing and media services for the AMP program. One contract is for advertising/marketing design for \$40K and the other is for media buying \$85K.

A **Motion** to approve the ChappellRoberts Contracts as presented was made by Rich Bianculli. The **Motion** was seconded by Sam McConnell. With no further discussion, the **Motion** passed unanimously.

A **Motion** to approve the Grant Report as amended for October 2017 was made by Ram Vasudevan. The **Motion** was seconded by Larry Strack. With no further discussion, the **Motion** passed with 5 in favor and 2 nays (Rich and Sam).

Investment Committee Update

Investment Reports

Rich Bianculli reported that investments were up ~ \$2.3M for the month of September and we are up \$2M so far for October and are at \$30M since inception.

Investors were present for their quarterly visit on Tuesday October 24, 2017: Massey Quick – Tom Morr, Chris Moore, Suntrust – Mike Hill (by phone), Berman Capital –Wen Nottebohm, Russ Allen.

Old Business

None

A **Motion** to approve the Investment Report for October 2017 was made by Larry Strack. The **Motion** was seconded by David Cope. With no further discussion, the **Motion** passed unanimously.

Operations Committee Update

MCHD 2017-2018 Strategic Plan – Curt reviewed the revised Strategic Plan and after some discussion it was decided to recommend approving the strategic plan as presented.

A **Motion** to approve the revised Strategic Plan as presented was made by Rich Bianculli, the **Motion** to approve was seconded by Ken Marino. The Recommendation passed.

Old Business

None

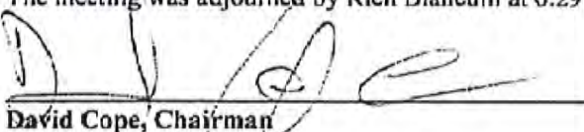
A **Motion** to approve the Operations Report for October 2017 by made by Ken Marino. The Motion was seconded by Randy Klein. The **Motion** passed unanimously.

Other/Legal Matters

None

Adjournment

The meeting was adjourned by Rich Bianculli at 6:29 p.m.



David Cope, Chairman