

WEST VIRGINIA RURAL HEALTH ASSOCIATION
Board of Directors Meeting – Phone Conference
July 23, 2009 10a – 2p

Members Participating: Lisa Scarberry, Lew Holloway, Sandra Pope, Mary Huntley, Laura Welch, Norma Bowyer, Hilda Heady, Sally Richardson, Jeff Graham,

Guest(s): Jacquelynn Copenhaver

Not Participating (Absent): Dave Sotak, David Brown, Amber Crist, Sharon Giles

Agenda Items	Discussion	Board Actions
Call to Order	Lew Holloway called the meeting to order at 1010am	
Roll Call	There were 9 members in attendance and 4 members absent	
Minutes from May 2009 BOD mtg	<p>Minutes from June 2009 meeting were not taken, but will be summarized on this conf call.</p> <p>Participants: Sally, Mary, Sharon, Sandra, Lew, Jeff</p> <p>Minutes of the May 2009 meeting were reviewed. Decisions:</p> <ol style="list-style-type: none"> 1. Move forward w/ working on Jacquelynn 2. Treasurer's report. Motion to accept as presented (Jeff / Sally). Motion passed. 3. Together Rx: Jeff to contact & follow-up for July report. 4. Minutes from May 2009 some edits on attendance (Jill resigned from BOD prior to May 2009) 5. Motion to accept the summarized minutes (Sally / Sandra). Motion passed. 	
Treasurer's Report	Presented by Lew No changes	Motion to approve as accepted (Laura / Lisa) Motion passed
Consultant Report		
Jacquelynn C	<p>Presented by Jacquelynn</p> <p>Initial steps included multiple conversations w/ Sandra Pope, accessing NRHA web site & live conversations w/ them.</p> <p>Strategic Framework from Strategic Planning meeting provided her the framework.</p> <p>Discussion needed today:</p> <ol style="list-style-type: none"> 1. Revision of membership & application brochure: Needs to be truly an informational brochure with the membership application. JC started draft of brochure. Identified that membership benefits were missing. Looked at NRHA & other state brochures for ideas. Listed on her submission (1st bullet) are draft ideas of benefits. <ol style="list-style-type: none"> a. Sally- need to discuss HOW to take advantages of these items, along with the anticipated COSTS of the benefits. 	Information & Discussion only

	<ul style="list-style-type: none"> b. Laura- recommended adding verbage of national & state legislative issues information distribution c. Mary- recommends keeping it electronic versus paper newsletter. Recommends REAL TIME information distribution. d. Sally- FACE meetings have best attendance. Costs were not too high. Dropped the follow-up and analysis of the outcomes. e. Lew- should follow-up of forums be a benefit listed? We have about \$7k left from those events. <p>2. Advocacy & Legislation: Hilda (after conversation completed)- found a document she created with ideas and focus, from Dec 2007 & modifications in 2008, regarding forum follow-ups and ideas. Hilda will send to JC.</p> <p>3. JC- Would like to pursue the random phone survey of members to pursue their comments.</p> <p>4. JC- Newsletter direction needed...e-copy, link to website, downloadable document, paper/mail.</p> <p>5. JC- Website purpose needs direction for her. Should we cont relationship with Derek regarding website, or a consultant. Sandra- Derek does well with posting of information & minutes, but not sure that he can perform what we are wanting. His fees are very small. Laura W & Sandra P will work with JC regarding website.</p>	
Old Business:		
Together Rx Access Webinar	<p>Presented by Jeff Talked to Shawna (Gov office). Waiting for brief paragraph of description. Webinar now scheduled for Sept 15th 11a – 1p. Other dates of Sept 9th & 10th are being eliminated Together Rx Access and WV Rx are not the same thing, but similar. Uses a discount card. Must find pharmacy that accepts the card. Open formulary. Provided to people who are unemployed. Eligibility criteria: not on Medicare, no Rx coverage. Over 500 pharmacies that participate. Amy Niles associated with this program. Our role as HOST: They develop invitation, follow-up. WE send out invitations, we contact groups to participate (hospitals, clinics, others, organizations). THEY send invitation out to organizations that we provide them. THEY do not want to see/have our membership database. THEY would like to see 25-50 people participate in webinar. Conflict of Interest? Discussed & not identified. Lew will continue to pursue our commitment w/ Amy.</p>	<p>Motion to move forward w/ commitment to webinar (Sandra / Hilda) Motion accepted</p>
West Virginia Rx	<p>Presented by Jeff Talked to Amy and Shawna.</p>	<p>Information only</p>

	Together Rx Access and WV Rx are not the same thing, but similar. Mail order program. Expanding, but limited formulary.	
Supplemental Grant- WVRHA Received Notice	<p>Presented by Lew</p> <p>We did apply for NRHA Supplemental \$5k grant. We received notice in July, from Amy A, that we did receive the grant for membership advancement, regarding 3 areas</p> <ol style="list-style-type: none"> 1. Increase membership by 25% by Aug 2009, with larger & more diverse membership base. 2. Identify consultant—done 3. Training & leadership development by end of calendar year 4. Identify “health care heroes” to tap into <p>Lew will resend to BOD. Reporting to NRHA will be due during the grant period.</p>	Information only
New Business		
Rural Health Conference Update	<p>Presented by Sandra</p> <ol style="list-style-type: none"> 1. Silent Auction: WHEN it will be held? Our idea: Start at lunch Day 1, close Day 2 conclusion of dinner. Day 3 settle accounts. 2. No grid of speakers available yet <p>WVRHA Annual Meeting during the RHC.</p> <ol style="list-style-type: none"> 1. What TIME? WHEN? 2. How do we get more attendance? 3. Could the student chapter present at the meeting? YES. Good idea. Target MORNING program versus end of day session. 4. Could we get the NRHA speaker to participate in our Annual Mtg meeting? YES. Possibly Maggie, VP of Govt Affairs 5. Ask attendees to complete the “free” membership as they enter our program. 6. BOD meeting: 2008 meet at 9am prior to Day 1 Opening Session 	RHC Planning committee representatives will develop times for BOD mtg and Membership Mtg.
Strategic Plan Update	No discussion	
Jacquelynn Copenhaver	<p>Background: Degrees in Education & Psychology</p> <p>Worked w/: RHEP, New River FQHC,</p> <p>Started own consulting & grant writing business for health care organizations & health centers</p>	Information only
Open Discussion		

BOD Member recruitment	Presented by Sandra Who is working on the nominations? Nomination Committee...which is usually Executive team. Need to start working on this ASAP Lew will send out communication to Nominations committee	
Committee Reports		
Membership	Presented by Sandra Updated membership documents completed	Information only
Communications	Presented by Sandra Working w/ JC	Information only
Fundraising	Presented by Jeff Silent Auction 1. Jeff has worked on flyer draft. 2. Set up the room night before. 3. NRHA Annual Meeting Registration auctioned 2008. Need to move on this PRIOR to RHC. 4. Committee will meet soon to start the process.	Information only
Nominations & Election Process	Presented by Lew See above in open discussion	Information only
Policy	Presented by Hilda Archival information being sent to JC	Information only
Adjournment	Meeting adjourned at 1230noon	Motion to adjourn (Jeff / Hilda) Motion passed

Future Meeting Dates: August 27th, 2009 Face-to-Face meeting at Braxton LRC 10a – 2pm