

**WEST VIRGINIA RURAL HEALTH ASSOCIATION
Board of Directors Meeting – Phone Conference
September 24, 2009 10:00 AM**

Members Participating: Lew Holloway, Jeff Graham, Norma Bowyer, David Brown, Mary Huntley, Sandra Pope, Sharon Giles, Lisa Scarberrry, Amber Crst, Sally Richardson, Dave Sotak,
Guests: Jacquelyn Copenhaver, Carmella Walker
Not Participating (Absent): Laura Welch, Hilda Heady

Agenda Items	Discussion	Board Actions
Call to Order	Lew Holloway called the meeting to order at 10:04 am	
Roll Call	There were 10 members in attendance and 2 members absent	
Minutes	Minutes of the August 27, 2009 meeting were reviewed. Sandra P. suggested using full names of participants in the minutes. Jeff G. recommended using full names of participants in the header and first name and last initial in the body of minutes.	Motion to accept the minutes (Sandra P./Jeff G.) Motion passed
Treasurer's Report	David Brown presented key points from financial report: Income from membership = \$35. Income last August from supplemental Rural Health Grant (Together Rx Access' Webinar) = \$5k. Received Expenses = \$2,235. Reimbursement \$292 NRHA YTD Total Rev = \$2,395 YTD Total Exp = \$7,934 YTD Total Profit = \$12,461	Motion to accept financial report (Jeff G./Lisa S.) Motion passed
Consultant Report	Jacquelyn C. presented with 2 major projects under way at this time. The Dual Membership project with NRHA is in process and the flyer project should be available within the week. Discussion regarding distribution/ mailing of the dual membership offer – included working with the various professional associations, licensing boards, rural health clinics, free health clinics, CHCs, CAHs, as well as particular Legislators, and academic institutions besides Marshall and WVU to distribute membership information. The NRHA provides one flyer, so Jacquelyn C. is developing an additional flyer for current/renewing members to apply for the discounted NRHA membership. It will be available for distribution at the membership meeting during the Rural Health Conference. Redesign of the website is underway with Steven Rowe of Webmaster Consulting. The domain name has been transferred to them. The new site will launch at the conference next month for public viewing. Webmaster Consulting is hosting the site and will be providing ongoing maintenance for a monthly fee. Thanks to Laura Welch and Sandra Pope who continue to provide feedback and guidance to Jacquelyn C. on this project. Both of these projects will springboard the WVRHA into completion of many of the additional tasks outlined	Discussion only

In the table below.

TASKS for Jacquelyn C.	DUE DATE
Draft of first quarterly WVRHA newsletter for review	October 2, 2009
Begin distribution of NRHA-WVRHA Dual Membership information as directed by Board of Directors	October 5, 2009
Finalize WVRHA brochure and Dual Membership flyer for current/renewing WVRHA members (both available by the Rural Health Conference)	October 9, 2009
Develop member Welcome/Orientation Packet for review (also available by the Rural Health Conference)	October 12, 2009
Work with Communications Committee to update WVRHA display	October 16, 2009
Draft part-time Executive Director position description for Board review	October 16, 2009
First quarterly WVRHA newsletter available at Rural Health Conference and available on website	October 21, 2009
Work with Webmaster Consulting in website redesign – launch of new site at Rural Health Conference	October 21, 2009
Draft of 501(c)(3) Application for WVRHA	October 21, 2009
Develop list of potential long-term marketing and advertising ideas (i.e. Advertise in other Association newsletters) and potential revenue sources beyond membership fees for Board review	October 31, 2009
Draft of 2 nd Newsletter	October 31, 2009

Jacquelyn and Steven to do a quick review of Web site to update links or label site as "under construction" and concentrate on new design.

Sally R. suggested inviting members to the Board meeting to get suggestions for boosting membership and addressing needs of members, such as rural health forums, state level conferences, i.e. CAH Conferences.

Suggestions for hard copy printing of the newsletter and brochure and approval of expenditure for printing.

Range for printing newsletter: 500 - 1,000 copies, 4 pages full color \$200-\$400 to benefit current membership. Range for printing brochure: 1,000 copies, full color, tri-fold \$250-\$300 to benefit and attract new members.

Revision of Bylaws to allow for more long-term leadership on the Board—Board to consider revising the Bylaws to allow the Board members and Board Officers to have longer terms.

Discussion only

Motion to take \$1,000 from Rural Health Forum funds and allow Jacquelyn to move forward with the Communications Committee (Jeff G./Sandra P.)
Motion passed

Old Business:

What I have observed and learned over the last few months leads me to make this recommendation so there is more consistency in leadership especially since there is no full time staff for the Association at this time. Consistency is an important factor to continue to grow the WVRHA. A Bylaws Committee was suggested to review the issue and define the discussion. Patricia Crawford, April Vestal, and Jeff Graham were names suggested for the committee. Lew H. will contact individuals for the Bylaws Committee.

501(c)(3) – Jacquelynn C. is also investigating a 501(c)(3) application for the Association with support from Dave Brown, as well as drafting a position description for an Executive Director for the Association as we begin to move in that direction. Mary H. and Dave S. said that the cost of the filing 501(c)(3) papers will not be that expensive and possibly there could be an attorney that could do this pro bono. Sally R. offered to call some attorneys/law firms. John Moore and Tom Haywood from Bowles, Rice was suggested. Jacquelynn C. to call Sherri Ferrell at the WV Primary Care for attorney they use and will also work with Sally R. and call law firms seeking cost information.

Discussion only

New Business:

Together Rx Access – Amy Niles was very pleased with outcome of experience and promoting of event.
Totals: 60 registrants, 36 participated. Lew H. said a facility called and wants to use in grand rounds. People called and wanted to know where they could download the Powerpoint presentation also. Very worthwhile event as the Association earned \$5,000 for 45 minutes of webinar. Funds to be used to pay for projects that Jacquelynn is working on.

Lew H. stated that there will be a brief Board meeting at 9:00 a.m. on Wednesday, October 21, 2009 at the WV Rural Health Conference. Also, the Membership Meeting is scheduled for the same day at 4:15 p.m. that evening.

Lew H. stated that a presentation should be made during the Membership meeting regarding as to the changes taking place within the WVRHA. He is also asking for agenda suggestions from Board members and committees.

Sandra P. will ask Maggie Elehwany from the NRHA (who will be presenting during the WVRHC) to speak during the Membership Meeting about the Healthcare Reform bill and what our state organization can do to help.

Jeff G. discussed plans for the Silent Auction and the volunteer sign up schedule.

Dave B. will send out an email to the listserve addressing the presentations from the Skill Building Workshop. He reported that many issues discussed during the Workshop are also being addressed by the WVRHA.

Discussion only

	<p>Sandra P. suggested to Lew H. the WVRHA needed to place an ad in the WVRHC program and a sponsorship of \$1500 for support of the WV Rural Health Conference. Sandra P. will be responsible for completion of sponsorship form and ad with OCHS. WVRHA display will also be ready for conference.</p>	<p>Motion to accept (Mary H./Sharon G.) Motion passed</p>
<p>Adjournment</p>	<p>Meeting adjourned at 12:30 PM</p>	<p>Motion for adjournment (Sally R./Lisa S.) Motion passed</p>

Future Meeting Dates:

9:00 AM on Wednesday, October 21, 2009 at the WV Rural Health Conference