



Executive Board Meeting Notes March 12, 2018

Resa M. Jones, MPH, PhD, Chair

In Attendance

Pamela M. Aaltonen, PhD, RN
Donna K. Beal, MPH, MCHES
Georges C. Benjamin, MD
Ayanna V. Buckner, MD, MPH
Charlene Cariou, MHS, CHES
Chris Chanyasulkit, PhD, MPH
Eldonna Chesnut, BSN, MSN
William G. Courtney, DVM, MPH, MA
Betty B. Daniels, PhD, RN
Ella Greene-Moton, Vice Chair
M. Aaron Guest, MPH, MSW
Jeffrey S. Hallam, PhD
Benjamin H. Hernandez, MBA
Resa M. Jones, MPH, PhD
Kathy M. Lituri, RDH, MPH
Elena Ong, PHN, MS
Thomas C. Quade, MPH, MA
Martha C. Romney, RN, MS, JD, MPH
Joseph Telfair, DrPH, MPH, MSW
Ryan C. Tingler, MPH
Catherine L. Troisi, PhD
Deanna Wathington, MD, MPH, FAAFP

Unable to Attend

U. Tara Hayden, MHSA
Linda Rae Murray MD, MPH, FACP

Monday, March 12, 2018

Call to Order/Roll Call/Opening Remarks – Resa M. Jones, MPH, PhD, Chair

The meeting was called to order by Resa Jones, chair of the Executive Board. The chair then called the roll. At the conclusion of the roll call, the chair made brief opening comments and introduced the first item on the agenda.

APHA Staff in Attendance

James Carbo
Regina Davis-Moss, PhD
Kemi Oluwafemi, MBA, CPA
Susan Polan, PhD
Ellen Galant
Torrey Wasserman
Deborah Dillard

Approval of the meeting agenda and consent agenda – Resa M. Jones, MPH, PhD, Chair

The chair called for a motion to approve the agenda for the March 2018 Executive Board Meeting. The motion was moved and seconded, and hearing no discussion, a vote was called.

Motion:	To approve the March 12, 2018 Executive Board meeting agenda.
Outcome:	Approved by acclamation.

The Chair presented items on the consent agenda, and called for a motion to approve. The motion was moved and seconded, and the chair called for discussion. Ms. Ong requested one of the proposed new agency members be removed from the consent agenda pending further review by the Executive Board.

It was determined the proposed agency member would be voted on via an online survey created after the meeting. Executive Board members were asked to vote on the matter by Monday, March 19.

Hearing no further discussion, the chair called for a vote.

Items on the consent agenda included:

- Approve the January 2018 Executive Board meeting minutes.
- Leadership appointments
- New Agency Members

Motion:	To approve the consent agenda: January Executive Board meeting minutes, Leadership Appointments, and New Agency Members.
Outcome:	Approved by acclamation.

Discussion of Old Business – Resa M. Jones, MPH, PhD, Chair

The chair led the discussion related to old business items before the Executive Board. Items included, but weren't limited to: APHA's role in supporting rural health issues; governance matters; the efforts of the Strategic Implementation Committee; and issues related to the Intersectional Council, Committee on Social Responsibility, and Governing Council. At the conclusion of the discussion, the chair asked members of the board to forward all updates to James Carbo in advance of the May meeting of the Executive Board.

Report of the Development Committee – Elena Ong, PHN, MS, Chair

Ms. Ong began her presentation by announcing the Executive Board achieved 100 percent giving by Feb. 14, and contributions equaled about \$10,000. She then discussed the Development Committee's request for developing a list of socially responsible corporations for CSR review and for their assistance in

developing a cultivation list. She thanked those who submitted information and asked those who hadn't submitted any information to do so by the close of business on March 12.

She then outlined the importance of Executive Board participation in the fundraising process. She shared her experience working with APHA staff in the Publications and Conventions Departments. Ms. Ong then discussed the work of the Development Committee. She said the committee is pursuing an affiliation with an organization called Charity Miles that could provide additional resources to the Association, and stressed any contact provided to the APHA development staff will be kept confidential and no contacts will be contacted without Executive Board member knowledge and/or approval. She said the committee is also discussing a long-range fundraising plan, which will be discussed at a future board meeting.

At the conclusion of her remarks, Ms. Ong took questions from Executive Board members related to her presentation. Ms. Lituri asked if fundraising training could be created for members of the Executive Board who aren't adept at doing so. Dr. Jones suggested the Governance Committee investigate and distribute resources to improve board member comfort and familiarity associated with fundraising.

Dr. Jones thanked Ms. Ong for her presentation, and introduced the next item on the agenda.

Report of the Treasurer – Benjamin H. Hernandez, MBA, Treasurer

Mr. Hernandez reported on the status of FY 2018 (through January 2018). He said income from operations was \$12,715,934, which was over budget by \$746,623. He said expenses were at \$10,329,981, which was over budget by \$307,391. He reported net income from operations was \$2,385,954, which was over budget by \$439,232, and investment income and appreciation was at \$599,669, which was over budget by \$439,232. He said association-wide net income was \$2,985,622, which was over budget by \$938,871.

Mr. Hernandez said, as of the end of January, the Association is projecting a \$131,068 loss from operations and income of \$468,601 when you add-in investment income and appreciation. Mr. Hernandez reminded Executive Board members investment income is based on the stock market, so that number can go up and down between March and the end of the fiscal year (June 30).

Mr. Hernandez concluded his remarks by discussing his efforts to understand Section budget allocations. He said he'd reach out to Ms. Lituri to discuss the matter. He then asked Executive Board members if they had any questions related to his presentation.

After a brief period of discussion, Dr. Jones thanked Mr. Hernandez for his presentation and introduced the next item on the agenda.

Association Update – Georges C. Benjamin, MD, Executive Director

Dr. Benjamin began his report by providing a status update related to the schools and programs of public health membership initiative. He said schools and programs continue to show interest in the initiative, and the CUNY School of Public Health has agreed to enroll over 700 students into the program (by the fall 2018). He said, looking at overall membership number as of the end of January 2017 vs. 2018, we are ahead by roughly 500 individuals, which is encouraging.

Dr. Benjamin then discussed the status of APHA grants. He said APHA staff traveled to the CDC in Atlanta for a reverse site visit in February. He said APHA is submitting a proposal for a new five year cooperative agreement because the current cooperative agreement ends on June 30. He then discussed APHA's work related to the Kresge Climate Funders Meeting, The California Endowment's commitment to supporting the 2018 Annual Meeting, APHA's work with the Aetna Foundation related to the *U.S.*

News & World Report County Rankings, and conversations with the deBeaumont Foundation related to the 2018 Annual Meeting.

Dr. Benjamin then highlighted National Public Health Week 2018 (April 2 – 8). He discussed the kickoff forum on Monday, April 2 — participants include U.S. Surgeon General Dr. Jerome Adams and APHA president Joseph Telfair. He shared information related to other important activities including the Twitter Chat, NPHW Student Day, and APHA staff participating in a volunteer activity at Bread for the City's farmers market. He concluded his remarks related to NPHW by discussing the 1 Billion Step Challenge (over 2 billion steps as of March 12), and promoting Generation Public Health.

Dr. Benjamin then discussed APHA's advocacy initiatives. He shared APHA's comments related to the U.S. Environmental Protection Agency and U.S. Department of Agriculture. He then discussed APHA legal briefs submitted as of March 12. Legal briefs were related to mental illness, chlorpyrifos, and Planned Parenthood. Dr. Benjamin also discussed federal action including CHIP being reauthorized for 10 years and the status of the appropriations process.

Dr. Benjamin then touched on several Association-related issues; he discussed APHA's Speak for Health initiative; shared his interaction with several member groups, who were in Washington, D.C., for their mid-year meetings; and he discussed APHA's work related to firearm morbidity and mortality. He said APHA is promoting and supporting the March for Our Lives on March 24.

Dr. Benjamin continued by sharing some of the other activities he's been involved with since the January meeting of the Executive Board. He said he participated in a health reform panel (single payer) in conjunction with the Century Foundation; participated in the White House Opioid Summit; was a speaker at the Marginalization in Medicare Conference; will be a keynote speaker at the Texas Public Health Association meeting; and will attend the National Environmental Health Planning Committee meeting at the CDC in Atlanta.

Dr. Benjamin concluded his remarks by sharing his thoughts related to the passing of long-time APHA member and public health champion Dr. Vic Sidel. He then asked Executive Board members for their comments and questions related to his presentation. Ms. Ong asked a question related to the Association's actions related to DACA, and Annual Meeting speakers.

Hearing no further comments, Dr. Jones thanked Dr. Benjamin for his presentation and introduced the next item on the agenda.

Report of the Ad Hoc Committee on APHA's IT Infrastructure – M. Aaron Guest, MPH, MSW, Chair

Mr. Guest began his presentation by outlining the charge of the Ad Hoc Committee on APHA's IT Infrastructure. He then introduced the members of the Ad Hoc Committee, and thanked them for their efforts. Mr. Guest then outlined APHA's existing IT infrastructure related to membership and the online community. Platforms include iMIS (APHA's membership database), Great Plains (financial management software), Luminare (email marketing and advocacy platform), and APHA Connect (online membership community).

Then Mr. Guest outlined five preliminary recommendations from the committee related to APHA's IT infrastructure. Recommendations included: utilizing the cloud for hosting APHA platforms such as iMIS and Great Plains; correcting existing auto-draft issues; reviewing current member communication technology; moving away from the APHA Connect online membership community and utilizing a different platform such as Higher Logic; and other recommendations related to the *American Journal of*

Public Health website, the Annual Meeting content submission platform, and review of the APHA IT Department.

Mr. Guest concluded his report by discussing the Committee's next steps; they include analyzing the results of surveys sent to the leadership of the CoA, ISC, SA, and APHA membership. The Committee will present their final recommendations at the May meeting of the Executive Board.

Mr. Guest then took questions related to his presentation. Hearing no further questions, Dr. Jones thanked Mr. Guest for his presentation and introduced the next item on the agenda.

New Business – Resa M. Jones, MPH, PhD

The chair led the discussion related to new business.

- Mr. Guest encouraged members of the board to forward contact information of leads for the schools and programs of public health membership initiative, new agency members and individual membership to Ellen Galant, APHA's Director of Membership Services.
- Ms. Ong discussed the Development Committee's work to set a fundraising goal in 2019 and 2020, and the pledge 1 percent campaign (individuals donate 1 percent of their salary to APHA).
- Dr. Jones brought up the possibility of having a capital campaign related to APHA initiatives (example: leadership challenge). Dr. Benjamin shared his thoughts concerning capital campaigns. He discussed APHA's efforts to retire the mortgage on the headquarters building, and endow APHA awards. Executive Board members were interested to hear more about the possibility of a capital campaign; Dr. Benjamin said he would work with Ms. Ong to investigate the feasibility.
- Dr. Telfair shared his thoughts on a conversation he had with Ellen Galant, APHA's Director of Membership Services, related to Affiliate Agency Members becoming an APHA Agency Member. A wonderful benefit to the Agency is, their employees having access to the discounted individual membership dues rate. Both Ellen Galant and Charlene Cariou, Chair, Council of Affiliates, shared their thoughts on the idea, and will work together to investigate the matter.

Hearing no further new business, the chair made concluding remarks, thanked members of the board for their participation in the meeting, and adjourned the meeting.

The next meeting of the Executive Board will take place in Washington, D.C., May 6 – 8, 2018.