



Executive Board Meeting Minutes
March 15, 2021
2-5 p.m. ET

I. Call to Order and Roll Call — Deanna Wathington, MD, Chair

Dr. Wathington welcomed everyone, and a quorum was established.

PRESENT

Anne E. Dressel, PhD

Brittany Marshall, DrPH

Benjamin H. Hernandez, MBA

Catherine L. Troisi, PhD, MS

Charlene Cariou, MHS

Deanna Wathington, MD, MPH

Donna K. Beal, MPH

David Reyes, DNP, RN, MN/MPH

E. Oscar Alleyne, DrPH, MPH

Georges C. Benjamin, MD

Heather Walter-McCabe, JD, MSW

Hope M. Rollins

José Ramón Fernández-Peña, MD, MPA

Jeanie L. Holt, MPH, MS

Jeffrey E. Hall, PhD, MSPH, MA

Kaye Bender, PhD, RN, FAAN

Lisa M. Carlson, MPH

M. Aaron Guest, PhD, MPH, MSW

Nandi A. Marshall, DrPH, MPH

Rachael N. Reed, DrPH, MPH

Sarah Gareau, DrPH, MEd

Shontelle L. Dixon, MPH

Samantha H. Xu, MPH

Teresa Garrett, DNP, RN, PHNA-BC

II. Administrative Affairs - Deanna Wathington, MD, Chair

- A. Approve the meeting agenda.
- B. Approve the consent agenda items:
 - 1. January Executive Board Meeting Minutes
 - 2. Leadership Appointments
 - 3. New Agency Members

Motion: To approve the meeting and consent agenda items.

Outcome: Approved by acclamation.

III. Discussion

A. APHA Financial Stability Over the Years - Mike Tryon, RSM, LLP

Mr. Tryon provided an overview of APHA's finances and a 15-year trend analysis of its revenue, expenses, and assets. Overall, the organization is financially sound as evidenced by its consistent revenue, reserves, and investments.

B. Treasurer's Update - Benjamin Hernandez, MBA, Treasurer

Mr. Hernandez provided a brief financial summary of the current 2021 fiscal year. The year-to-date income from operations is \$11,593,416 (over budget by \$796,925), and expenses totaled \$10,341,693 (under budget by \$667,549). Investment income and appreciation added additional revenue of \$946,305 (over budget by \$880,305), which resulted in an overall income of \$2,198,028.

C. APHA Member Unit Effectiveness and Engagement Project - Elizabeth Scott, PhD, CEO, and Payal Martin, MPH, Managing Director, Brighter Strategies

The APHA Member Unit Effectiveness and Engagement project's year and half long member feedback and data gathering process has ended, and Brighter Strategies has completed their recommendation report. Dr. Scott presented the project's recommendation report to the board, and highlighted ways to increase engagement and efficiency within APHA's membership structure. Each recommendation listed solutions with order of priority that included a breakdown of time, cost, staff workload and member support needs.

After a robust discussion with Brighter Strategies, the Executive Board will review these recommendations in the coming months for feasibility and their potential impact on the organization's budget, bylaws, staff and membership infrastructure. Some recommendations are easier to implement, while others have far-reaching implications that will require multi-year implementation plans.

More information on the project and member unit results can be found on the [APHA Member Unit Effectiveness and Engagement webpage](#).

D. Values-based Philanthropy, plotting one's philanthropic mission - Christopher Clarkson, CFA, Director-Senior Vice President, and Judi Rosenthal, Financial Advisor, Bernstein Private Wealth Management

As the chair of the Development Committee, Ms. Beal introduced the two speakers and gave a brief synopsis on the importance of planned giving and directed the board to read the white paper document on legacy planning. The goal of the presentation is to involve the board in development campaigns and equip them with talking points as APHA nears its major fundraising effort for the 150th Anniversary in 2022.

E. Association Update - Georges Benjamin, MD, Executive Director

Dr. Benjamin discussed APHA's upcoming major events such as National Public Health Week that runs from April 5-11 and the virtual [Policy Action Institute](#) during that week. The 2021 Annual Meeting in Denver, Colorado is currently being planned as a hybrid meeting that would include some in-person featured sessions and some virtual sessions.

Dr. Benjamin was delighted to share that APHA was recognized and directly quoted in a press release by the White House regarding the organization's support for the American Rescue Plan. Moreover, Dr. Benjamin's remarks on the plan were quoted by a member of Congress to show support for the bill before it came up for a vote. Additionally, APHA continues to be interviewed by major news outlets and is the go-to public health source on various social media platforms.

Dr. Benjamin then announced a new APHA graduate scholars' program in a three-year partnership with Kaiser Permanente. The program will be administered by APHA and will provide scholarship and fellowship opportunities based at Kaiser Permanente to graduate students focusing on building community health and advancing health equity.

Regarding the *AJPH* tobacco issue discussed in detail at the January 2021 board meeting, Dr. Benjamin has made it clear to inquiring organizations and individuals that APHA has not changed its anti-tobacco policy.

In concluding his presentation, Dr. Benjamin discussed a tentative timeline on updating the strategic plan, implementing changes based on the Member Unit Effectiveness project, and reassessing APHA's business plan.



F. Other Business

Governing Council Speaker Dr. Guest briefly discussed sharing the Executive Board committee's work plan and progress throughout the year with the Governing Counselors. The goal is for them to fully understand the context when these committees provide their end-of-the-year reports to the Governing Council. After a complete discussion by the board, it was decided that the Executive Board minutes from each meeting can be used to show progress and any noteworthy work done by the board committees.

Meeting Adjourned at 5 p.m. ET

**The next meeting of the Executive Board will take place from May 2-3, 2021
from 11-4 p.m. ET via Zoom**