



Executive Board Meeting Minutes
May 2-3, 2021
11 a.m.-4 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

Sunday, May 2, 2021

II. Administrative Affairs — Deanna Wathington, MD, Chair

- A. Approve the meeting agenda.
- B. Approve the consent agenda items:
 - 1. March 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. Association Update — Georges Benjamin, MD, Executive Director

Dr. Benjamin discussed the success of the virtual [Policy Action Institute](#) conference that occurred from April 8-9. Due to its success, APHA will continue to host the conference every year. The organization is also actively planning for a hybrid 2021 Annual Meeting online and in Denver, Colorado while following COVID-19 travel and meeting guidelines as well as monitoring vaccine rate in the country and on-the-ground conditions in Denver. Additionally, APHA continues to be interviewed by major news outlets on COVID-19 related issues.

Dr. Benjamin then summarized the recent work of APHA's [Alliance for Disease Prevention and Response](#) collaboration group, and the [Healthiest Cities & Counties Challenge](#) initiative for which APHA is the managing partner. During National Public Health Week, the HCCC initiative held a [recorded YouTube session](#) with community leaders to discuss their work in advancing equity in their counties and cities.

Dr. Benjamin then briefly shared internal APHA management updates such as various staff hiring and recruitment processes as well as looking into re-evaluating the future of the APHA workplace.

In concluding his presentation, Dr. Benjamin discussed a tentative timeline; on updating the strategic plan, implementing changes based on the Member Unit Effectiveness and Engagement project, and reassessing APHA's business plan. He also mentioned some emerging issues that APHA looks forward to working on such as the tobacco and menthol regulations, speaking out against voter suppression, and rebuilding public health image and workforce.

After Dr. Benjamin's presentation, the board had a robust discussion on varied different topics related to 150th anniversary history, CDC mask guidelines, 2021 Annual Meeting preparations, transgender and health equity, and Congress' public health funding plans.

B. Governing Council Agenda — M. Aaron Guest, PhD, Governing Council Speaker

Dr. Guest directed the board to the June 2021 Governing Council mid-year meeting agenda. On the agenda, he pointed out the Governing Council Rules Vote item, which will re-evaluate the bullet voting procedure. The other agenda item he pointed out was the report on the Member Unit Effectiveness and Engagement Project and the board's recommendation. The council plans to discuss the project and the board's recommendation in more detail at the in-person Governing Council meeting in Denver.

C. Joint Policy Committee Update — Jeffrey Hall, PhD, Science Board Chair & JPC Co-Chair; Shontelle Dixon, MPH, Education Board Chair & JPC Co-Chair; Anne Dressel, PhD, Action Board Chair & JPC Co-Chair

Ms. Dixon discussed the recent work of the Joint Policy Committee, which received 20 proposed policy statements including six resubmitted late breakers from 2020. Proposed policy statements fell under four overarching areas: access to care and equity; prevention; environment and the built space; and human rights and education. Dr. Dressel then announced that after the JPC and Science Board spring review process, 19 proposed policy statements received a conditional assessment, and one received a negative assessment. From an archiving standpoint, Dr. Hall announced that the 26 policy statements adopted in 2002 are up for archiving this year.

D. Treasurer's Update — Benjamin Hernandez, MBA, Treasurer

Nine months into fiscal year 2021, APHA's total revenue is \$13,086,092 (over budget by \$942,809) while total expenses so far are \$12,764,620 (under budget by \$72,275). As a reminder, the 2021 fiscal year budget consisted of \$14,590,192 in revenue and \$16,974,860 in proposed expenses. Mr. Hernandez was delighted to announce that as of the end of March 2021, the Association is predicting to end the fiscal year (June 30, 2021) with a positive \$20,505, which include operational and non-operational investment revenues.

Mr. Hernandez then discussed the proposed fiscal year 2022 budget, which consists of \$15,734,349 in revenue and \$18,310,097 in proposed expenses. As compared to the fiscal year 2021 budget, the 2022 budget revenue is projected to increase by \$ 1,144,158 or 7% and expenses by \$13,35,237 or 8%. This increase in expenses is due to various costs such as an increase in APHA paid health insurance, new technologies, 150th anniversary activities, Member Unit Effectiveness and Engagement Project implementation costs and the contingency fund.

Because APHA's Annual Meeting is its biggest revenue driver, for the fiscal year 2022 budget, the

2021 Denver Annual Meeting is planned to be a hybrid meeting (40% in-person and 60% virtual) with a proposed 8,517 paid registrants and 423 exhibit booths.

APHA will access its reserves to cover expenses as needed. Mr. Hernandez also noted that APHA anticipates that its Federal Paycheck Protection Program loan will be turned into a grant (forgiven), which if approved after June 30 will help offset the proposed 2022 budget deficit. After a complete discussion, the board passed the following motion.

Motion: To approve the fiscal year 2022 budget.

Outcome: Approved by acclamation.

E. Committee Updates — Board Committee Chairs and Staff Liaisons

- a. Development Committee — Donna Beal, MPH, Vice Chair and Committee Chair

Ms. Beal asked the board to use the two-pager fundraising rubric that outlines a monthly 15-minute activity and different ways to give to APHA that they can incorporate in their fundraising efforts throughout the year. She then recapped the work of the Development Committee, which is working on expanding its committee size to include non-Executive Board members, a fundraising 101 video, leadership giving asks at the Governing Council & board meetings, and, finally, equipping the board on planned giving and fundraising strategies.

- b. Committee on Social Responsibility — Torrey Wasserman, MBA, Committee Staff Liaison

Ms. Wasserman shared the Committee on Social Responsibility's 2021 priority, which is to use an abridged evaluation tool to streamline the evaluation process. As a reminder, the committee's primary purpose is to evaluate APHA's prospective donors and ensure their mission and practices align with, or at least do not conflict with, APHA's mission. The committee recently approved the following organizations: Becton Dickinson Foundation and Corporation, Biogen and Biogen Foundation, and Kaiser Foundation Health Plan/Kaiser Foundation Hospitals.

F. Student Assembly Update — Samantha Xu, MPH, Student Assembly Chair

Ms. Xu summarized the work of the Student Assembly and its members. During National Public Health Week, students led the effort on social media outreach and held a successful mentoring webinar. Ms. Xu was also proud to share that the Student Assembly has procured funding for the ACTION grant, Trong Nguyen Memorial Award and a number of student scholarships that help student members participate in various APHA events such as the Policy Action Institute and the Annual Meeting. She also shared that in May and June, the Student Assembly will be recognizing

public health graduates via social media by sharing graduates' photos and their stories.

Monday, May 3, 2021

G. APHA Member Unit Effectiveness and Engagement Project — Alan Baker, MA, and Kaye Bender, PhD, President-Elect, and Member Engagement Feasibility and Priority Committee Co-Chairs

As a follow-up to the March 15 Brighter Strategies recommendation report to the board, which had 35 recommendations, the Member Engagement Feasibility and Priority Committee met and prioritized the top 10 recommendations. These top 10 priorities were then presented to the board by Dr. Bender. The recommendations included technological and website updates (i.e., replace APHA Connect), data integration, enhanced member support, mentoring programs, member leadership training, transparency, and networking opportunities. Recommendations related to member unit structure will be put on hold until the 10 priorities are achieved. After a robust discussion by the board, Dr. Bender made a motion to the board to adopt the 10 priorities, thereby allowing APHA to begin planning and implementing these changes.

Motion: To adopt the 10 priorities as the key areas of focus for enhancing APHA member experience and value.

Outcome: Approved by acclamation.

H. Bylaws Committee and Amendments — M. Aaron Guest, PhD, Governing Council Speaker

At the beginning of the Member Unit Effectiveness and Engagement Project, the Bylaws Committee decided to pause any changes to APHA's Bylaws until the project was completed. Since the top 10 recommendations/priorities that the board just approved do not include any member unit structural changes, Dr. Guest asked the board to consider allowing the Bylaws Committee to accept amendments to APHA's Bylaws. This will allow the committee to address pending proposals, such as restructuring of the Action Board, which was discussed in detail at the October 2019 Executive Board meeting in Philadelphia.

Currently, the process is that the Bylaws may be amended by a two-thirds vote by the Governing Council during the Annual Meeting, provided that 48 hours prior written notice is given by the member. The Bylaws can also be amended by a two-thirds vote at any other meeting of the Governing Council, provided that notice has been given at least 20 days prior to such meeting. However, the Committee on Bylaws have recently adopted a formal process for how Bylaws suggestions are received and processed, thereby ensuring more oversight on the proposed Bylaw changes. After a complete discussion by the board, Dr. Guest made the following motion:

**Motion: To allow APHA’s Bylaws Committee to accept amendments to APHA’s Bylaws.
Outcome: Approved by acclamation.**

I. Planned Giving Update — Donna Beal, MPH, Vice Chair and Development Committee Chair

Ms. Beal went over the two-pager planned giving executive summary document. She also discussed the Bernstein white paper document on legacy planning and the ‘seeds you plant’ topics. The goal of these planned giving sessions 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.

J. Executive Session

The board went into a closed executive session to discuss personnel committee items.

Meeting Adjourned at 4 p.m. ET

The next meeting of the Executive Board will be on July 12, 2021, from 2-4 p.m. ET via Zoom