



Executive Board Meeting

November 8 – 9, 2018
San Diego, California

Meeting Notes

Resa M. Jones, MPH, PhD, Chair
Ella Greene-Moton, Vice 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
U. Tara Hayden, MHSA
Benjamin H. Hernandez, MBA
Resa M. Jones, MPH, PhD, Chair
Kathy M. Lituri, RDH, MPH
Linda Rae Murray MD, MPH, FACP
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

APHA Staff in Attendance

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

Thursday, November 8, 2018

Call to Order /Opening Remarks - Resa M. Jones, MPH, PhD, Chair, Executive Board

The Chair called the meeting to order at 9:03 a.m. PST, and made brief welcoming remarks. The Chair then called for a motion to approve the meeting agenda. The motion was moved and seconded, and hearing no discussion the Chair called for a vote.

Motion: To approve the Executive Board November meeting agenda.

Outcome: Approved by acclamation.

The Chair then called for a motion to approve the consent agenda. Items on the consent agenda included the September Executive Board meeting minutes, new agency members (4 in total), leadership appointments, the proposed dates of the Executive Board's 2021 and 2022 meetings, and updates to the Executive Board Handbook. The Chair called for a motion to approve the consent agenda. A motion was moved and seconded and hearing no discussion, the Chair called for a vote.

Motion: To approve the consent agenda.

Outcome: Approved by acclamation.

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

The Chair led the discussion concerning old business, at the conclusion of the discussion it was noted that all but two items under old business have been addressed by the Executive Board in 2018. Hearing further comments, the Chair introduced the next item on the agenda.

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

Dr. Benjamin began his presentation by providing the Executive Board with an overview of the 2018 Annual Meeting. Some of the items he highlighted included, but wasn't limited to the Annual Meeting mobile app, the Help Us Help Them charity organization and volunteer activity, APHA Live, notable attendees, and the memorial service honoring longtime APHA member and Past President, Dr. Victor Sidel. He then discussed the Association's response to the labor dispute/strike at the Westin Hotel (one of the Annual Meeting conference hotel). It should be noted the labor dispute ended on Saturday, Nov. 10, 2018.

He then disseminated APHA's 2018 Annual Report, formally introduced the APHA/Academy Health partnership and Public Health Policy Institute scheduled for Feb. 6, 2019 in Washington, DC, shared his thoughts on APHA's 150th Anniversary in 2022, he introduced APHA's Center for Climate, Health and Equity, and a trademark issue surrounding the use of the acronym "APHA."

Dr. Benjamin then discusses the impact of the outcome of the 2018 mid-term elections, and highlighted the national public health advocacy agenda for 2018. He said the 2019 advocacy agenda would be developed at the conclusion of the Annual Meeting and presented to the Executive Board at the January meeting. He then shared his thoughts on the Congressional election results and the impact on issues such as health reform, reproductive health, environmental health policy, and violence.

Dr. Jones thanked Dr. Benjamin for his presentation and introduced the next item on the meeting agenda.

Program and Operations Update – Georges C. Benjamin, MD, Executive Director

Dr. Benjamin began his presentation by discussing APHA strategic plan and vision to Create the Healthiest Nation in One Generation. He then discussed APHA's business plan, noting our core business as a membership association. He shared information related to APHA's competition, provided data gathered through recent membership surveys, and discussed APHA's four product lines, training and education, news

and information, government relations and advocacy, and networking and two customer bases, primary members (customers) and a secondary audience seeking trusted information and advocacy opportunities.

Dr. Benjamin then discussed the work the Association (citing specific examples) and how it aligns with the strategic plan (strengthening public health practice, building a public health movement, and aligning organizational capacity and infrastructure).

Dr. Benjamin then discussed APHA's current business climate, the following are just some of the topics he discussed, the normal rise in business costs, stable margins on the Annual Meeting, more competition in acquiring contracts and grants, and modest rise in membership.

Dr. Benjamin concluded his presentation by discussing APHA's performance in FY2018, noting both revenue and expenses, and sharing his thoughts on the future of membership (attracting new and retaining current members). At the conclusion of his remarks the Executive Board had a robust discussion on growing APHA's revenues.

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

Governing Council Report – Linda Rae Murray, MD, MPH, Speaker

Speaker Murray shared the Governing Council meeting agenda and proposed bylaws amendments with the Executive Board. She then discussed the bylaws amendment pertaining to the governance structure of Special Interest Groups (SPIGS).

Hearing no comments, the Chair introduced the next item on the meeting agenda.

Membership Committee of the Executive Board Report – Aaron Guest, MPH, MSW, Chair

Mr. Guest began his presentation by thanking the members of the Committee and APHA staff for their efforts over the past year. He then walked the Executive Board through a series of documents outlining membership data from 2010 – 2018; chronological history of events related to the number of members, dues actions, annual meeting attendance, and other important milestones; a competitive analysis between APHA and other organizations; and a Strength, Weakness, Opportunities, and Threats (SWOT) report.

The Executive Board had a lengthy discussion concerning the report of the Membership Committee of the Executive Board and their recommendations. Dr. Jones asked that the membership online community project be added to the list of recommendations. Dr. Benjamin said he would discuss the recommendations of the Committee with the appropriate staff.

Hearing no further comments, the Chair thanked Mr. Guest for his presentation and introduced the next item on the agenda.

Report of the Treasurer – Benjamin Hernandez, MBA

Mr. Hernandez began his presentation by thanking the members of the Finance and Audit Committee. He then discussed the results of the FY2018 audit performed by Tate and Tryon. He said he was pleased to announce APHA received an unmodified opinion (clean audit). He said the Association had an overall profit of \$1,567,664 (\$1,142,693 from operations and \$424,971 from investment income and appreciation). He said the following revenue generating departments didn't meet their planned targets in FY2018, membership,

advertising, and book sales. He said the following departments met their planned targets in FY2018, conventions, subscriptions, interest revenue, rent, miscellaneous, and contracts and grants.

Mr. Hernandez then made a motion for the Executive Board to accept the FY 2018 audited financial report. The motion didn't need to be seconded because it is a motion from the Finance and Audit Committee. The Chair called for discussion and hearing none called for a vote.

Motion: **That the Executive Board accept the FY2018 audited financial Report.**

Outcome: **Approved by acclamation.**

Mr. Hernandez then discussed the status of FY2019 through Sept. 30th. He reminded the Board the approved budget for FY 2019 is \$15,633,214. He said revenues were at \$7,233,948 (46% of budget; under budget by \$227,623 and over prior year by \$85,570). He said membership, book sales, interest and contracts and grants are under budget while subscription fees, advertising convention, rent and miscellaneous are over budget for the first quarter of the year. He said expenses are \$3,577,698 (23% of budget; under budget by \$597,084 and under prior year by \$255,547).

Dues Discussion – Benjamin Hernandez, MBA, Treasurer and Aaron Guest, MPH, MSW, Chair, Membership Committee of the Executive Board

Mr. Guest introduced the topic noting revenue needs to be increased to offset the ever-rising operating costs of the Association. He said the Executive Board is being asked to consider a dues increase (based on the authority granted to the Executive Board by the Governing Council in Nov. 2016) or the addition of a transaction fee on all member-related transactions. He then outlined the five options for Executive Board consideration.

After a lengthy discussion regarding the five options the Executive Board agreed the addition of a transaction fee wasn't a viable solution needing further consideration. The Executive Board then discussed the dues increase. The following was the option discussed by the Executive Board:

- That the Executive Board approves a \$5.00 dues increase effective 1/1/2019 (excluding the newly created Agency categories and students).

The Executive Board then had a lengthy discussion on the merits of a dues increase and the impact on the membership. Dr. Courtney made a motion to approve a \$5.00 dues increase on all member types excluding students, individuals whose annual salary is less than \$45,000 per year (RE2) and the newly created Agency membership categories effective Jan. 1, 2019. The motion was seconded and the Chair called for discussion. Ms. Ong made an amendment to the motion calling for retired members to be added to the list of those exempted from the dues increase. The Chair called for discussion on the amendment and hearing none called for a vote.

Amendment to the motion: Add retired members to the list of those exempted from the dues increase.

Outcome: The amendment failed (2 Yes/18 No)

Mr. Hernandez then made an amendment to the motion to remove individuals whose annual salary is less than \$45,000 per year (RE2). Hearing no discussion the Chair called for a vote.

Amendment to the motion: To remove individuals whose annual salary is less than \$45,000 per year (RE2) from the motion.

Outcome: The amendment passed (17 Yes/ 3 No)

Hearing no further discussion the Chair called for a motion to approve the amended motion.

Motion: That the Executive Board approves a \$5.00 dues increase on all member types excluding students and the newly created Agency membership categories Effective Jan. 1, 2019.

Outcome: Approved by acclamation

APHA Section Moratorium/Restructure - Resa M. Jones, MPH, PhD, Chair, Georges Benjamin, MD, Executive Director, and Kathy Lituri, MPH, RDH, Chair, Intersectional Council

Dr. Jones began the discussion by outlining the issues surrounding the moratorium on adding additional member units to the Association. The following are some of the items she noted on keeping the moratorium in place, resource limitations, over segmentation of the membership; no evidence new components bring substantially more members, etc. She explained that in order to resolve the issue APHA needs to look its internal structure and the Board needs to agree on a process for addressing the issue. She then turned the presentation over to Ms. Lituri who shared information prepared by the Intersectional Council Steering Committee's Organizational Efficiency Work Group.

At the conclusion of Ms. Lituri's presentation the Executive Board had a lengthy discussion on the matter. At the conclusion of the discussion the Chair made a motion to have the Executive Director develop a process to identify an outside consultant to perform an evaluation of the structure of the Association and present the process/timeline to the Executive Board at their January 2019 meeting. The motion was seconded and after a brief period of discussion the Chair called for a vote.

Motion: The Executive Board asks the Executive Director to develop a process to identify an outside consultant to perform an evaluation of the structure of the Association and present the process/timeline to the Executive Board at their January 2019 meeting.

Outcome: Approved by acclamation

The Chair thanked Ms. Lituri for her presentation and introduced the next item on the agenda.

Report of the Student Assembly - Ryan Tingler, BSPH, MPH

Mr. Tingler began his presentation by highlighting the work of the Student Assembly in 2018. He then discussed the Assembly's rationale for creating a survey geared solely toward student members. He then discussed the results of the survey focusing on mentorship (515 respondents). The data showed a majority of responders haven't participated in APHA mentorship activities (both through their Sections and at the Annual Meeting), would like to participate as a mentee, would be interested in being a peer-mentor, the majority of responders thought mentoring opportunities within APHA are important, and a mentorship database is important to student members as well.

Mr. Tingler then outlined a series of recommendations to the Executive Board and Association. The recommendations include, but aren't limited to supporting the annual advocacy boot camp; continue mentoring activities to incorporate peer-mentoring and a mentoring database; and prioritize networking and mentoring.

The Executive Board then discussed the report of the Student Assembly and their recommendations. Hearing no further discussion the Chair introduced the next item on the agenda.

At the conclusion of the discussion the Chair asked the Executive Board to enter a period of Executive Session to discuss the evaluation of the Executive Director and the election process for selecting the 2019 Executive Board Chair and Vice Chair.

Friday, November 9, 2018

Call to Order – Resa M. Jones, MPH, PhD, Chair

The Chair called the meeting to order at 9:04 a.m. PST and briefly recapped Thursday's meeting of the Executive Board, made general housekeeping remarks, and reviewed Executive Board member responsibilities during the Annual Meeting. At the conclusion of her remarks, she introduced the first item on the agenda.

Strategic Implementation Committee - Pamela Aaltonen, PhD, RN, Chair

Dr. Aaltonen began her presentation by thanking the members of the Strategic Implementation Committee for their work. She shared APHA's strategic map and 2018 data related to the agreed upon metrics. The information was presented along with the 2017 data to compare performances. Dr. Aaltonen then highlighted the data points with the greatest variance from 2017 to 2018. She then shared key demographic information related to participation in the Annual Meeting and webinars.

Dr. Aaltonen then shared data related to APHA's efforts to build a public health movement and aligning organizational capacity and infrastructure. She said the Committee was in a good place and it will continue to monitor the data points outlined in the written report. She noted the importance of including the historical data in the annual report of the Committee. She concluded her report by discussing the leading health indicator data provided to the Executive Board, and highlighted a document created by Dr. Susan Polan which outlined the work APHA staff is doing to support the strategic plan.

The Executive Board then had a lengthy discussion concerning the data presented in the report. Hearing no further comments the Chair thanked Dr. Aaltonen for her report and introduced the next item on the agenda.

Report of the Governance Committee – Ella Greene-Moton, Chair, and Resa M. Jones, MPH, PhD

Ms. Greene-Moton began her presentation by thanking the members of the Governance Committee for their efforts over the last year. She then highlighted some of the key findings of the September Executive Board meeting evaluation.

Ms. Greene-Moton then discussed the key findings of the Executive Board committee experience evaluation. She said the survey was created by the Governance Committee to get a sense of how Executive Board members viewed their time on their respective Committees. She said the information provided would be used to enhance the Executive Board Committee experience.

Executive Board members then discussed the findings of the report. After a lengthy discussion the Chair thanked Ms. Greene-Moton for her report and introduced the next item on the agenda.

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

Ms. Ong began her presentation by introducing the members of the Development Committee and thanking them for their work. She noted the Development Committee's annual report was available in the meeting materials. She then briefly discussed the purpose and agenda of the "Creating a Lasting Legacy" session on planned giving scheduled for Monday, Nov. 12. She then outlined the role of the Executive Board members who agreed to attend the session.

She then invited Dr. Chanyasulkit to introduce the Development Committee's thank you video that will be shown during Session III of the Governing Council meeting on Tues., Nov. 13. At the conclusion of the video Executive Board members asked questions related to the "Creating a Lasting Legacy" session, and thank you video.

Hearing no further comments, the Chair introduced the next item on the agenda.

Report of the Committee on Social Responsibility - Betty Daniels, PhD, RN, Chair

Dr. Daniels began her presentation by thanking the members of the Committee. She then referred Executive Board members to her written report found in the meeting materials.

Dr. Daniels discussed the updated CSR tool for evaluating potential corporate and corporate foundation partnerships with APHA. She concluded her remarks by discussing the two major initiatives of the Committee in 2018; the first project was finishing the update to the gifts and guidelines document. The second was the creation of an explainer video on the role of CSR and how to use the evaluation tool. She made a note to thank Tim Gibbs, Executive Director of the Delaware Public Health Association and his colleagues for their efforts to support the work of the CSR.

Hearing no comments, the Chair thanked Dr. Daniels for her presentation and introduced the next item on the agenda.

Executive Session - Resa M. Jones, MPH, PhD

The Executive Board entered a period of executive session to select the 2019 Chair and Vice Chair of the Executive Board and to discuss the evaluation of the Executive Director.

Report of the Council on Education for Public Health (CEPH) - Laura Rasar King, EdD, MPH, MCHES, Executive Director

An orientation was given about the work of CEPH and their accrediting activities were presented to the Executive Board. Members of the Executive Board asked questions throughout Dr. Rasar King's presentation. At the conclusion of her presentation the Chair thanked Dr. Rasar King for her presentation and introduced the next item on the agenda.

Report of the American Journal of Public Health - Alfredo Morabia, Editor in Chief; Maureen Lichtveld, Chair, AJPH Editorial Board; Brian Selzer, Assistant Director of Publications

An overview of AJPH publications was provided including information on monthly AJPH issues and special supplements. The increase in open access articles was highlighted. The timeliness of issue foci was noted as well as AJPH's "look" and the images used. Data were given on turnaround time from submission, to initial decision, to review, and decision, and publication. Website, social media, and subscription metrics were shared with Executive Board. The AJPH impact factor was discussed, Mr. Selzer noted it increased to 4.380 in 2018 (the impact factor was 3.858 in 2017). A list of future supplements/special issues was given.

The contributions of the Editorial Board as well as the Student Editor and the AJPH Think Tank were recognized. The speakers took questions throughout their presentations, and hearing no further comments, the Chair introduced the next item on the agenda.

Report of the Council of Affiliates – Charlene Cariou, MHS, CHES, Chair

Ms. Cariou reviewed the 2018 activities of the Council of Affiliates; shared data from the Affiliate Affairs annual report; highlighted Council of Affiliate activities during the Annual Meeting; and discussed the Council's plans for 2019.

At the conclusion of her presentation Executive Board members asked questions and shared their thoughts on the activities of the Council. Hearing no further comments, the Chair introduced the next item on the agenda.

New Business - Resa M. Jones, MPH, PhD, Chair

The Chair recognized Ms. Lituri who discussed the Pharmacy SPIG's application for Section status. She shared the work of the SPIG, and noted their becoming a Section wouldn't affect the moratorium because they were already a member unit. Ms. Lituri said the biggest issue with their becoming a Section is they would receive an annual budget of roughly \$1,200. Ms. Lituri then made a motion that the Executive Board approves the Pharmacy SPIG's application for Section status. The motion was seconded and the Chair called for discussion. After a brief period of discussion the Chair called for a vote.

Motion:	That the Executive Board approve the Pharmacy SPIG's application for Section Status.
Outcome:	Approved by acclamation

At the conclusion of the vote it was noted the Governing Council would vote to ratify the Pharmacy SPIG's application during Session III on Tuesday, Nov. 13. Ms. Lituri then shared the work of the Intersectional Council over the past year.

The Chair then called on Ms. Romney, who thanked Mr. Guest for his efforts leading the Membership Committee of the Executive Board in 2018.

At the conclusion of new business, the Chair announced the names of the incoming Chair and Vice Chair of the Executive Board for 2019. The Chair is Betty Daniels, PhD, RN, and the Vice Chair is Chris Chanyasulkit, PhD, MPH.

There being no additional business before the Executive Board, the Chair adjourned the meeting. The next meeting of the Executive Board is scheduled for January 13 – 15, 2019 in Washington, DC.

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