



Executive Board Meeting Minutes
Monday, March 11, 2024

Present

E. Oscar Alleyne, DrPH, MPH
Melissa (Moose) Alperin, EdD, MPH, MCHES, *Vice Chair*
Georges C. Benjamin, MD
Jessica M. Boyer, MPH, MSW
Monique J. Brown, PhD, MPH, FGSA
Bryan O. Buckley, DrPH, MPH, MBA
Chris Chanyasulkit, PhD, MPH
Shontelle Dixon, MPH, CHES
Ella Greene-Moton
M. Aaron Guest, PhD, MPH, MSW
Benjamin Hernandez, MBA
Claude A. Jacob, DrPH, MPH
Amy Lee, MD, MPH, MBA
Nandi Marshall, DrPH, MPH, CHES, CLC, CDE, *Chair*
Stephen M. Modell, MD, MS
Shirley A. Orr, MPH, APRNA
David Reyes, DNP, MPH, RN, PHNC-BC
Gopal Sankaran, MD, DrPH, MNAMS, CHES
Anthony J. Santella, DrPH, MCHES, CPH
Denise Strehlow, MPH, MSW
Kevin Sykes, PhD, MPH
Veena Thamilselvan
Deanna Wathington, MD, MPH

Unable to Attend

Padmini Murthy, MD, MPH, MS

Call to Order and Welcome – Nandi Marshall, DrPH, MPH, CHES, CLC. CDE. Chair

The chair called the meeting to order, performed the roll call and made brief opening remarks. The chair then called for a motion to approve the meeting agenda. The motion was moved (Ms. Boyer) and seconded (Dr. Modell) and hearing no remarks, the chair called for the vote to approve the meeting agenda.

Motion: To approve the March Executive Board meeting agenda.

Outcome: The motion was approved by acclamation.

The chair then called for a motion to approve the items on the consent agenda. Items on the consent agenda included APHA leadership appointments, new agency members, the amended policy on APHA executive session and proposed amendments to the APHA bylaws for Governing Council approval. The motion was moved (Dr. Sankaran) and seconded (Dr. Alperin) and hearing no remarks, the chair called for the vote to approve the items on the consent agenda.

Motion: To Approve the Consent Agenda

Outcome: Approved by Acclamation

Report of the Speaker of the Governing Council – M. Aaron Guest, PhD, MPH, MSW, Speaker

Dr. Guest provided the members of the executive board with an update on his activities since the January board meeting. Dr. Guest noted the efforts concerning the extensive review of the APHA bylaws, which began at the conclusion of the 2023 Annual Meeting. He discussed the progress of the Ad Hoc Task Force on the Public Health Policy Statement Process, noting a more comprehensive report will be delivered at the May meeting of the board.

Dr. Guest concluded his presentation by discussing the mid-year meeting of the Governing Council, which will take place on Monday, June 10, 2024, from 2 – 4:30 p.m. He requested that all members of the executive who wish to present to the Council must contact him as soon as possible.

Hearing no questions, Dr. Marshall thanked Dr. Guest for his presentation and introduced the next item on the meeting agenda.

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

Dr. Benjamin began his presentation by discussing his extensive involvement in multiple boards and advisory groups, focusing on public health, climate change and other public policy matters. He highlighted his roles as the executive director of APHA, including his serving as the publisher of APHA Press and secretary of the Governing Council and Executive Board. Dr. Benjamin noted his service on the boards of the Environmental Defense Fund, Ceres, Research!American and the World Federation of Public Health Associations. He also mentioned his recent departure from three boards, including EcoAmerica, The Reagan Udall Foundation and the Truth Initiative.

Dr. Benjamin then turned his attention to key advocacy matters APHA has worked on since the January meeting of the executive board. He noted APHA has worked diligently to support the FDA regulation prohibiting menthol flavored tobacco. Dr. Benjamin noted that APHA has sent letter supporting the regulation to President Bident, Congressman Jim Clyburn, and Rev. Al Sharpton. Dr. Benjamin said that

APHA has joined several amicus briefs, including Braidwood vs Becerra and EMTALA. He said that APHA signed the FDA petition to enforce menu labeling requirements; launched a voting and health initiative; supported budget efforts to fund key health priorities and to oppose cuts to prevention funding; supported vaccine safety systems and opposed legislation to undermine the Clean Air Act.

Dr. Benjamin then discussed the results of the Zenus Facial Analysis (smart camera technology) employed at the 2023 Annual Meeting. Dr. Benjamin noted that no video was recorded or stored, no personally identifiable information was collected, and all information gathered is anonymous. Dr. Benjamin noted that most attendees perceived the meeting's energy as high, with younger generations making up 60% of participants and 40% being older attendees. He also discussed the success of certain sessions and the ranking of the sessions. He also shared his observations about the demographic shift in conference attendance, particularly the loss of older members and women, and expressed uncertainty about how to address this in future. He concluded his presentation by noting that APHA will use the Zenus technology at the 2024 Annual Meeting in Minneapolis.

Dr. Marshall thanked Dr. Benjamin for his report and called for questions, hearing none, she introduced the next item on the meeting agenda.

Report of the Treasurer – Benjamin Hernandez, MBA, Treasurer

Mr. Hernandez presented the financials as of the January 2024, which represents seven months of the 2024 fiscal year. He noted that revenues are at \$19,235,912 (78% of the budget), which is over budget by \$1,906,406. It should be noted that membership, advertising, convention, interest income and grants and contracts have exceeded their revenue projections. Mr. Hernandez noted that APHA expenses are at \$17,817,108 (68% of the budget), which is over budget by \$1,265,046. It should be noted that consulting and temporary staff, professional services, subcontractor costs, property management, travel and related costs and other costs are over budget.

Mr. Hernandez then discussed APHA investments, noting that APHA's investments are doing well, however, he cautioned the board that any market fluctuations can impact investment performance. Mr. Hernandez then noted that the association is projecting an overall loss of \$734,037 for FY2024. He reminded the board that the staff was given permission to go into reserves in the amount of \$1,505,010 for FY2024 and that just because the association is forecasting a deficit at the end of January, it doesn't mean we will end the fiscal year with one.

Dr. Marshall thanked Mr. Hernandez for his presentation and called for questions. Mr. Hernandez answered a series of questions related to the budget, investments and FY2024 projection. Dr. Marshall thanked Mr. Hernandez for his presentation and introduced the next item on the agenda.

Strategic Plan Update Report – David Reyes, DNP, MN/MPH, RN, PHNA-BC and Georges Benjamin, MD. Executive Director

Dr. Reyes began his presentation by noting that the implementation process is taking longer than anticipated. He said Dr. Benjamin understands the need for additional resources to fully operationalize the strategic plan, including the need for a consultant and a staff liaison to support the implementation process. Dr. Reyes said that a scope of work for facilitating the implementation of the strategic plan is being drafted to include defining roles and responsibilities of staff workgroup members and executive board member liaisons. Dr. Reyes said that executive board member liaisons will be assigned to workgroups based on interest and that workgroups have been expanded to include all APHA staff. Dr. Reyes then turned the presentation over to Dr. Benjamin who discussed the composition of the five workgroups. Dr. Benjamin noted that all APHA staff members will participate on a workgroup and that

each workgroup will have an assigned staff leader and member of the senior management team. Dr. Benjamin outlined the need for the staff leaders of each workgroup to participate in a training to ensure they have the tools necessary to do their job effectively. Dr. Benjamin then outlined the work that needs to be accomplished over the next several months, including the importance of updating the Governing Council and other key leadership groups within APHA.

Dr. Benjamin concluded his part of the presentation by sharing the strategic plan graphic created by APHA communications department which now appears on the APHA website.

Nandi Marshall thanked David Reyes for his Strategic Plan Update Report and introduced the next item on the meeting agenda.

APHA Communications Plan – Joseph Bremner, Director of Strategic Communications

Mr. Bremner began by discussing APHA's social media efforts, he noted that the association has over 1,080,000 social media followers across all platforms. APHA's main social media accounts are hosted on YouTube, Facebook, Instagram, LinkedIn, X and Threads. Mr. Bremner said the membership team manages APHA LEAD, the association's online community.

Mr. Bremner informed the board that the communications team is taking a more proactive approach to social media. He noted that the department has created templates to quickly develop images; revised APHA's review process for planned posts; the communications team is planning to incorporate more short videos on our social media feeds; analyzing advanced analytics and working on a quick survey to identify the platforms most used by the membership and submitted a position request for a Social Media Specialist, who would focus solely on social media, which would allow APHA to be more proactive in responding to post that tag us.

Mr. Bremner then shared data related to APHA's social media presence. Information included, potential editorial reach (11 billion), advertising value equivalency (\$102 million), and total mentions (5.36k). Mr. Bremner also shared APHA's mentions by news media type (93.8% online, 5.6% print and 0.5% TV). Mr. Bremner said the communications team is working to improve APHA's mentions in both print and on television. Mr. Bremner concluded his report by sharing information related to the highest performing social media posts (highest syndication, most social shares and highest potential editorial reach). Mr. Bremner then took questions from the executive board related to his presentation.

At the conclusion of the question-and-answer period, Dr. Marshall thanked Mr. Bremner for his presentation and asked that the Executive Board enter a period of executive session to discuss a personnel matter.

At the conclusion of the period of executive session, the Chair asked Dr. Bryan Buckley to share information related to APHA's development activities and National Public Health week social media efforts.

Dr. Marshall thanked Dr. Buckley for his remarks, made brief concluding comments and called for a motion to adjourn the meeting. The motion was moved and seconded and hearing no comments or questions the Chair called for a vote. The motion was approved by acclamation.

Adjourn

The next meeting of the Executive Board will take place on Sunday, May 5-7, 2024, in Washington, D.C.