

## CMF Board Meeting Minutes of August 21, 2020

Call to Order @ 9:02

Ann read our mission statement: To enhance and financially support Cascade Medical's ability to deliver quality healthcare to our community.

Attendees....

CMF Board Coordinator: Marlene Farrell

CMF Board Members: Linda Bradshaw, Scott Bradshaw, Nancy Lellelid, Mark Judy, Terri Judy, Dana Wilson, Jeff Wilson, Bob Adamson, Ted & Kathy Montgomery, Robert Jennings, Ann MacPherson, Vangie Schasse, Linda Kinder, Mogens Bach

Absent: Scott Schimelfenig, Nancy Lellelid, Kathi & Wade Nash

Staff: Diane Blake, CEO, Aisha Houghton, Clinical Social Worker

CM Commissioners: Helen Rayfield, Mary Hellen Mayhew

### 1. Consent agenda

- a. July 2020 Minutes\* approval: Ted Montgomery moved that the July minutes be accepted, Bob Adamson seconded the motion. The motion passed.
- b. August 2020 Agenda\* approval: Ted Montgomery moved that the August Agenda be approved. Bob Adamson seconded the motion. The motion passed.

### 2. Cascade Medical update – Diane Blake

Notes: Diane started with a story. This comes from a person who was a green beret. He has a business that supports veterans. He facilitates getting these folks to start businesses. During green beret training all recruits had to hold a heavy log above their heads. Once they started looking up and each other, they felt encouraged and that they could do the required task. They created a culture of "team". This is a challenging time at the clinic and she finds it is strengthening to realize that everyone is feeling the same. It's important to look around and realize we are all in this together. She values the partnership with CMF.

Updates: COVID: It is now possible to administer a rapid COVID test that yields results within 15 minutes. A few weeks ago results were taking 10 days. It is difficult to get these supplies, but there are employees working on this. It is coming from the state. Since there is a limited supply, not all patients are receiving the new rapid test. The other form of the test is yielding results from a lab in Seattle within 24-48 hours. Online school is another challenge. The clinic is assessing the needs of staff with children at home. This may include flex schedules. CM is doing what they can to support their staff. The school has about 10 in-person slots for the children of health care workers, so this may be another possible solution. CFO Transition: On the good news front, there has been a transition to CFO. Marianne had the opportunity to work with Jim Hopkins, who retired at the end of July, during the transition phase. There are challenges with the federal stimulus as to how these funds/expenditures are recorded. The clinic is currently on budget. Volumes are returning, although

not to pre-COVID levels. The federal payroll protection act has helped. Due to good financial management, the clinic is doing well despite the pandemic. Electronic Health Records Systems: Implementation of a new system will occur in 2021. It is a painful process, but the old system was inadequate. Virtual Waiting Room: The clinic is trying to facilitate a virtual waiting room so the number of people in the waiting room can be reduced. This might include phone calls, texting and/or emails to people waiting in their cars. It should be rolled out within the next few weeks. Health Reminder: Please mask up and maintain social distancing. She believes we are doing a better job in the county, especially in the work setting. During the weekend, however, people let down their guard and groups are getting together outside their families. This is where the community spread is occurring.

Questions: What is the accuracy of the new rapid COVID test? There is a 20% possibility that the test is not accurate, and not as accurate as a flu test. However, the efficacy of the new test is as good as the older one. Has CM reached out to other school districts to check into their plan for schooling? All the employees at CM are within the Cascade School District so it has not been necessary to reach out elsewhere.

### **3. Finances – Mark Judy**

- a. Review July finances\* and Mark's summary\*

Notes: Total assets are down 9.3% from last year. That is caused by our lack of revenue production. Operating accounts are down about \$50,000, due to the lack of profitability/events this year. The unrealized loss has improved significantly since its low level earlier in the year. Year to date: (\$5,200 loss). The trend indicates it may move into positive territory. Profit and Loss: We've moved into the black. Undesignated donations are significantly up. Some of that is the diversion of golf funds to current year donations. Revenues will stay depressed for the rest of this year. Our expenses are significantly down. Mark does not anticipate any significant change looking forward. The investment portfolio is going in the right direction.

Questions/Comments: There is a strong employee donation effort and Diane will share that with the staff.

- b. Board votes to approve finances: Robert Jennings moved that the financials be approved. Bob Adamson seconded the motion. The motion passed.

### **4. Board Education – Aisha Houghton, Clinical Social Worker**

Notes: Aisha has been at the clinic since November. She and her family moved from Kirkland to Leavenworth last year. She worked for the Evergreen and Swedish system as a social worker. She also worked 12 years for Child Protective Services. Her father is a physician, mother is a nurse, husband is an EMT. She works throughout the clinic in various departments. She helps with discharge planning. She works with elderly patients who might need help in the home. She works with helping people with unemployment benefits. A project that is currently on hold is increasing the level of activities for sub-acute patients. This might include therapy dogs coming into the clinic. In the clinic, screening is taking place for social determinants of health. For example, how is the living situation affecting the patient's access to health and wellness resources? Aisha is facilitating WIC coming in to the pediatric clinic. The WIC program has a designated employee from the agency. WIC follows families until a child is 2 years old. They monitor for physical development and

meeting developmental milestones. The goal is to get that WIC employee to come to the clinic 2x/month. Aisha has a schedule of patients but there is a set of time that is open to patient needs as needed. This is called a “warm handoff”. She does home visits, currently to elderly patients. She uses interpreters for Spanish speaking patients. Due to COVID, the Meals on Wheels program is not currently in operation. She is working with the program to reduce barriers for elderly patients, but this is an ongoing problem during COVID.

## **5. Instagram discussion – Marlene**

- a. Not necessary to post daily but should post weekly. Do we have enough content? It can help us reach younger supporters. It can be linked to FB (post simultaneously).
- b. Board members: please learn a bit more about Instagram to help with the discussion.
  - i. Overview of how nonprofits can use Instagram: <https://www.wildapricot.com/blogs/newsblog/2019/09/17/instagram-for-nonprofits>
  - ii. Example, UV MEND: <https://www.instagram.com/uppervalleyemend/>
  - iii. Example, Icicle Center for the Arts: <https://www.instagram.com/iciclecreekcenterforthearts/>

Notes: Other organizations are using Instagram and it a platform we should consider using. It is a photo driven application. We all need to be creative in adding photos, i.e. volunteers working at an event, a board member sitting in front of a Zoom meeting. Photos can be simultaneously added to the FB page and Instagram. Marlene does not want to do this solo and would like help and suggested that other board members take some form of responsibility for taking pics. Discussion: The average age of Instagram users is 35. Linda B suggested that we could take pictures from Benevolent Nights, i.e. a pic of the restaurant, volunteer activities. Teri Judy wanted to know if there is a downside to using Instagram. Marlene believes that the only downside is the extra time it would take to download photos to those apps. Marlene has been posting a variety of items to the FB page, including information about other similar organizations. Instagram is mainly photos, but you can add captions. One way it attracts supporters, is to use hashtags. Marlene suggested that we add 5-10 hashtags per photo. Mark suggested that we add photos regarding the mobile clinic.

## **6. Mobile health clinic campaign update – Marlene and Bob A.**

- a. Video, Facebook posts, email, article, donations to date
- b. Virtual Concert

Notes: There is a mobile clinic video. Paige Wilson is working on getting a Spanish voiceover. The FB post has done really well. It has reached over 3,000 people. The email went out recently to CMF supporters. Donations are coming in, now amounting to \$4,865 which when matched is close to \$10,000. The vast majority is coming through PayPal. The video is being linked to the Lake Wenatchee Fire District webpage. Marlene has an article that will hopefully be posted in the Echo next week. She is also working on getting a blurb on a Spanish speaking station.

Bob Adamson: Benefit Concert: Marlene, Dennis and Bob have been working with Icicle Creek Arts Center to put on a benefit concert for the mobile clinic. There are probably going to be three music groups, and maybe four. Icicle Creek can do the production of the concert. Icicle has a virtual music

evening every Thursday and we can tap into that weekly event. What is the process for donating through these concerts? Bob believes it will be a “donate” button using PayPal. Perhaps we can get one of the performers to pitch the fundraising effort for the mobile clinic. Marlene reports we can have some pre-recorded blurbs about the Mobile Clinic. It can be done live as well. The donate link is to the side of the FB page broadcasting the live concert. The donation link can also be on the replay version of the concert. The goal is to include our information by the end of September. Marlene said they are drawing up a contract with Icicle Creek. We may want to pay Icicle Creek a certain amount and some of their services can be considered “in-kind” donations. Funds raised during the concert will be matched up to the \$20,000 threshold. Icicle Creek has also done some silent auctions. This would be an auction before the concert. Will there be a flyer regarding the mobile clinic? Bob thinks this could be done. They are also working on a backdrop for the concert. Ann suggests that the flyer should focus on the mobile clinic and also adding information about the concert. Marlene suggested producing 20 flyers. Bob Adamson would distribute the flyers around Plain, the Montgomerys around Leavenworth. Bob already has the performers. The targeted date is September 24. Marlene is hoping that the important details will be worked out by next week. There was discussion regarding where we can distribute the flyer to surrounding areas.

Bob and Marlene will connect with Dennis as soon as possible.

#### **7. Grant update – Marlene Farrell**

- a. Helping Hands grant for thermometers was withdrawn because community fundraiser raised the needed \$3K.
- b. Murdock and USDA grants for mobile clinic.
- c. Other grants: Weyerhaeuser Giving Fund, Max & Victoria Dreyfus Foundation, Network for Good grant, CHI – Marlene will work with Pat and Whitney again.

Notes: Marlene has applied for a Helping Hands grant for our project. She withdrew the grant application because it was no longer needed. Murdock and the federal grant is slow going. Marlene is waiting on information about the next step. She is waiting until the end of this public fundraising effort. Marlene has applied for grants through Weyerhaeuser and Dreyfus for the Ambulance equipment. CHI is a local pot of money. Last year, out of 60 applicants only 8 were granted. She is meeting with Pat and Whitney about what we can apply for. The grant organizations want to see collaboration, i.e. working with the school district or the senior center. She will keep the board informed about how these are going.

#### **8. Donor Relations – Linda Bradshaw**

- a. Employee Appreciation Party, usually in Oct. Committee will brainstorm ideas. Alex Riggs (CM Infection Control Specialist) will advise on what is allowed.
- b. Marlene wrote the names of donors on the bottom of this agenda. Board shall discuss if this is good info to know.
- c. The board can discuss whether it might be good to have board members call donors to check in.

Notes: The executive committee discussed how an employee appreciation event could be organized under COVID. Linda will set up a committee to discuss possibilities for how we can appreciate employees. Linda Kinder and Vangie volunteered to work on that committee. Linda B encouraged all board members to share ideas. Marlene listed donors (excluding board members and CM employees) between July 1 to August 18 on the board agenda and wanted to know if this was helpful, which everyone agreed was a good idea. There was discussion about the possibility of contacting donors during this time. Linda B clarified that the calls would be to check-in with donors and thank them for past donations. Marlene suggested that there is evidence that this can help retain donors. Everyone agreed that listing donors on monthly meeting agendas is a good idea. No one voiced support to call donors.

### **9. Benevolent Night and Volunteer Update – Ann MacPherson**

Notes:

Benevolent Nights: Ted shared kudos to Ann for making contact with the owner of the Squirrel Tree who was supportive of holding a benevolent night. The Montgomerys met the owner, Vito. He agreed to do a benevolent night and would donate 30% of the proceeds and it would go on all day. The tentative date is for Thursday, September 10 at the Squirrel Tree restaurant. There is a huge outdoor area but few tables. Board members are encouraged to bring a folding table and chairs in order to facilitate social distancing. Teri knows the owner and knows that this has been a challenging time for the Squirrel Tree. Vito is very interested in supporting local organizations. She encourages people to frequent the Squirrel Tree. Kathy will work with Marlene to create a flyer that can be posted up in the Plain area. It can be included in the Lake Wenatchee newsletter. Ted also discussed the Wildflour for a benevolent night. They would like to move the October 21 scheduled benevolent night to an earlier date so it could be held outside.

Volunteer Update: Ann has four different groups of emails: H&G, Golf, Pool Volunteers, All Volunteers. Pool volunteers want to be involved in miscellaneous activities excluding the big events. She recently reached out to the Pool Volunteers and instantly had four volunteers.

### **10. Governance/Executive – Linda B and Nancy**

- a. Board Retreat, usually in October. Logistics – where, how long?
- b. Discuss diversity issues or ??

Notes: Nancy and Linda discussed venues for the retreat. It would not be possible to social distance at Mountain Springs. Due to the necessity of wearing masks, she believe it cannot be a full day. Linda suggested the possibility of having speakers talking about diversity. She has spoken with the Enzian and Icicle Resort. They both have facilities that are large enough to spread out. Nancy would like to have it in person and keep it to 3 hours. Possible topics: social media, diversity, trainings that Marlene is doing, creative events we can do during COVID (board members should be doing some investigation before the retreat). Is everyone willing to meet if social distancing is possible? Should it be half or whole day? Linda will meet with Nancy to create an agenda for the retreat. Teri suggested that someone from the county health department come to the retreat to discuss current COVID trends in Chelan County. Diane suggested that this may not be a good time to invite health department representatives for two reasons. First, they are already overloaded with work and secondly, there are some political issues facing the county health department, and the state may be

getting involved. Mark Judy suggested that someone come from Confluence to discuss the current state of COVID in Chelan/Douglas County. Linda B thinks this kind of information might be better shared at a board meeting. We need to be informed as an organization. Ann suggested Keith Goehner share information about Washington State's COVID response, although he is currently in an election cycle and may not have time. Diane believes there were a lot of missed opportunity earlier on in containing the virus. Public health boards have been stuck with the economic pressures of COVID and the effort to find balance with public health needs. Short term economic concerns vs. long term health concerns. The condition for migrant farm workers living conditions is one factor in the increasing cases in Chelan County. Unfortunately we have individuals in our communities that don't understand that wearing masks is the way out of this pandemic.

The meeting adjourned at 10:49.

Respectfully submitted,

Dana Wilson, CMF Board Secretary

### **Upcoming Events**

Aug 25<sup>th</sup>, 9am, CM Commissioners' Meeting over Zoom

Sept 8<sup>th</sup>, 9am CMF Executive Committee meeting over Zoom

Sept 18<sup>th</sup>, 9am CMF Board Meeting over Zoom

### **Donors July 1 to Aug 18, 2020 (not including board members or staff)**

Jimi Wilson, Karen Arnold, Kristen & Cline Sweet, Gary & Peggy Knell, William Ham, David & Yvonne Riggs, Stephen Beck, Ray Monsey, William Bruders, John & Susan Butruille, Pat & Tom Baranouskas, Rich & Jan Adamson, Julie Shaup, Keith & Lisa Goehner, Erin Colwell, Mark Buerk, William & Mary Jones, Lucinda Allan, Judy Rector, Don & Ann Schaechtel