



## **HPHA Board of Directors Meeting**

Date: Tuesday, May 18, 2021

Time: 11:00 am to 12:30 pm

VIA ZOOM

### **Meeting Minutes**

<b>Board Member</b>	<b>Present</b>	<b>Not Present</b>
Pedro Haro	X	
Holly Kessler	X	
Camonia Graham-Tutt	X	
Michelle Tagorda	x	
Vanessa Buchthal	X	
Bryan Talisayan	X	
Colby Takeda	X	
Donna-Marie Palakiko		X
Gillian Dunn	X	
Jessica Yamauchi	X	
Jill Tamashiro	X	
Stephanie Moir	X	
Tenaya Jackman	X	
Leocadia Conlon	X	
Juval Tomas	X	
Trisha Kajimura	X	
Clarie Ing	X	

### **Meeting call to order: 11:02 am**

ñ **Call to Order** & Welcome- Pedro

ñ **Review & Approval** of March 2021 Meeting Minutes- Camonia  
J Minutes from the March 2021 Board Meeting approved by unanimous support.

ñ **Committee Reports**

#### **Fund Development & Finance**

i. Financial report- Michelle & Holly

J Mahalo to all of those who sponsored the National Public Health Week event. Special thanks to Bryan for the board giving momentum, to Stephanie and Amanda for planning the event and to Camonia for assisting with bringing UH West O'ahu on as an organizational sponsor.

J As of April 30 we had \$48,435 in First Hawaiian checking account; compared to last year at the same, we had \$29,625 in the bank, so we are in a much better financial

position this year compared to last year. And in fact, this is the healthiest our FHB bank balance has been since 2018.

- J In looking at the monthly P&L statement, we see normal operating expenses were recorded.
  - J Income streams for the period include two grants totally \$5,000, regular membership dues \$470, NPHW event income \$897, one new org member UHWO (thank you Camonia) and sponsorships for NPHW in the amount of \$2000.
  - J Holly ran a couple additional reports for comparison sake – YTD vs. last year same period. The major difference in this report is the grant income received last year at this time was the \$10K Hawaii Community Foundation grant. That was a one-time COVID grant.
  - J Then Holly presented a quarterly budget vs actuals report – you can see we are exceeding the budget for income, and we are on target for expenses. Actual income YTD is \$12,541 vs. budgeted income of \$9,750. And expenses YTD are \$9,411 vs, budgeted expense for the same period are at \$9,503. We are very close in expenses, difference is on the income side. This puts us in a healthier bottom line position actuals vs. budget YTD.
  - J And finally, Holly filed IRS form 990N for the tax year 2020 on April 14, 2021
- ii. Financial summary report on NPHW- Holly
- J Holly sent the event summary to everyone last month, but a quick recap of the bottom line is: Number registered=175, Number attended=91
  - J Registration fees paid=\$210, Sponsorship income: \$3,125, Small expense for the musician=\$150, Profit=\$3,185
  - J The event recording has been uploaded to the Members Only section of the website, which requires you to log in to view it.
- iii. Grants report- Holly
- J Holly is happy to report that we received TWO grants in April – \$2,500 from The Atherton Foundation and \$2,500 from Friends of Hawaii Charities.
  - J Since the last meeting, Holly submitted grant proposals to Servco Foundation, ASB Foundation, Ward Village/Howard Hughes, UH Federal Credit Union, Hawaiian Financial FCU, Hawaii National Foundation (6 total).
  - J Our operational costs are on par with previous years. Actual income is higher now versus last year, since we did not have a NPHW event last year. Membership dues were a little lower this year. Sponsorships increased at the \$250 and \$500 level. These new sponsors found us on social media to increase their followers for other health related businesses.
- iv. Discussion on fund development- Pedro
- J Nothing to report at this time.

### **Governance-** Trisha

- i. Replacing Hauoli's seat
  - ) Need to locate someone on the neighbor island perhaps, Maui County and Hawai'i County. Please send information to Trisha with your suggestions.

### **Membership-** Holly

- i. Membership report
  - ) Total membership is 434. We had 17 new members as a result of NPHW. Breakdown of new members is 1-Regular, 2-Lifetime, 12-Students, 2-Seniors and 9 renewals.
  - ) Social media update- Facebook 650 followers up only ONE from the last report. Twitter we have 503 followers up 13. Instagram – happy to announce we hit an Instagram milestone by surpassing 1,000 followers! We now have 1,006 followers up 27. We gained these followers due to NPHW postings and related activity. Note-reminder to please follow us at @hipublichealth
- ii. Organizational membership drive
  - ) Now that we have concluded a successful NPHW, we will begin our Organizational membership drive. This should be perfect timing as we can continue to ride our community awareness from NPHW and hopefully capitalize on that success showing potential orgs the value of supporting HPHA.
  - ) Information and the updated prospect list will be shared this week – please take a look and identify any partners and or leads. Next steps are for board members to make introductions and/or reach out to potential org members. Holly will be happy to do the follow up if you could make the intro to your contact and copy Holly on the email. Recruiting new Org members is a major initiative this year – and we need your help! Thank you!

### **Marketing & Public Relations-** Colby

- i. Marketing Strategy Ideas
  - ) Potential update of newsletter rebranding.
  - ) Interviews with current members to understand marketing and communications with members. Want to know their needs and requests regarding communication.
  - ) Perhaps updating the logo to modernize it with new colors, and a possible tag line to refresh the brand.

### **Programs-** Steph

- i. Annual Meeting
  - ) The APHA president elect Dr. Kaye Bender has been contacted to save the date to speak virtually at our Fall Annual Meeting (no specific date was given). Yearly we work with APHA to get on the prez-elect's calendar in the spring – we can work out the details as we get closer to the event.

- J Stephanie is requesting a lead for the annual meeting as she will be returning late October from maternity leave.
- J Amanda is the current co-chair to assist with planning the annual meeting.
- J The current idea is to hold this event as a hybrid event.
- J Also, Holly completed the APHA legislative policy & advocacy survey that is a requirement of our MOU and compliance as a state affiliate.
- J The next administrative deliverable for APHA is the membership report which is the basis of our dues payment to APHA in July.

**Ad-Hoc: Equity, Diversity, and Inclusion-** Tenaya

- i. Equity, Diversity and Inclusion plans
  - J Looking for ideas and/or resources to support Hawai'i based Equity, Diversity and Inclusion. Next steps include planning for possible trainings/workshops centered on this topic.

**Student Representatives-** Vanessa/Camonia

- i. Change to Student Role on HPHA's board
  - J Discussion on scholarship fund
  - J Proposal for the board to set the background for an activity for HPHA.
  - J One issue is that students do not know what a community board is. We have to think about what we can offer them and how they could be of service to the board.
  - J The committee proposes that HPHA change the student board member position into two paid fellowship positions.
  - J The new name would be the HPHA Student Leadership Fellowship that would run from Jan-June, August-December.
  - J These positions would receive a small stipend of \$500 (perhaps solicited from sponsors).
  - J Duties include: attend board meetings, taking minutes, attend committee meetings, shadow and be mentored by a board member. This would require a change in by laws. Applications due November 30<sup>th</sup>, 2021. Launch January 2022.
  - J This discussion will continue with logistics, application, and other needs at the next executive committee meeting.

**Legislative & Government Relations-** Claire & Leocadia

- i. Session summary
  - J A broad legislative priority was selected this year in an effort to narrow the amount of legislation that would be reviewed and submitted for this committee.
  - J Diversity, equity and inclusion was the large priority area selected for this year.
  - J Several pieces of testimony were submitted during this legislative session.

- J Perhaps more representation from the members so that the committee is a working committee may be more helpful in the future. There may be some shifts that occur with this committee to allow for more individuals to participate.
- J The testimony that was submitted has been posted to the HPHA website for reference.
- J Representative Lisa Martin DrPH has a perspective on what might be beneficial going forward for HPHA, presenting what we have done and understanding her ideas on how we might be able to move forward. A small strategy meeting will be held to discuss these items with Representative Martin.
- J The idea has been proposed to also meet with legislative committee chairs to understand more about how to move policy forward and to build stronger relationships with law makers. Representative Martin may also have suggestions on how to move this piece forward.
- J We had one national sign on letter since our last meeting (submitted on March 24) regarding: CDC Racial and Ethnic Approaches to Community Health. It is posted on our website.
- J In the 2021 legislative session, HPHA submitted 19 testimonies and all testimonies have been uploaded to the website.
- J We are working to schedule a meeting with Lisa Marten (State House District 51 Waimanalo and Kailua) soon, and a pre-strategy meeting with the Leg committee as well as the date with Lisa's office.

**v. ARGC's APHA Report- Tenaya**

- J The ARGC term is expiring Dec 2021
- J If anyone is interested in the ARGC position, which is a 3-year term let Holly or Tenaya know.
- J Upcoming ARGC Meeting- October 23<sup>rd</sup>-27<sup>th</sup>, 2021 (in-person)

**vi. News/Announcements**

- J Next meeting: July 20 at 11am

**Adjournment**

- J **Meeting adjourned: 12:30 pm**