

Minutes

**Valleywise Community Health Centers Governing Council's
Connecting with the Community Committee
Virginia G. Piper Charitable Trust Pavilion
2609 East Roosevelt Street, Phoenix, AZ 85008
2nd Floor, Auditorium 1
June 10, 2025, 3:00 p.m.**

Members Present: Chris Hooper, Chairman
Jason Vail Cruz, Vice Chairman
Earl Arbuckle, Member – *participated remotely*
Shelbi Bahena, Member – *participated remotely*
Rebecca Birr, Member
Jose Luis Madera, Member – *participated remotely*
Jee Moon, Member
Irene Noriega, Member – *participated remotely*

Members Absent: Dr. Nelly Clotter-Woods, Member
Claudia Inabinet, Member
Scott Jacobson, Member
Helen Kennedy, Member
Dr. Michelle Barker, Ex-Officio Member

Recorded by: Denise Tapia, Deputy Clerk of the Board

Call to Order:

Chairman Hooper called the meeting to order at 3:00 p.m.

Roll Call

Ms. Tapia called roll. Following roll call, she noted that eight of the thirteen voting members of the Valleywise Community Health Centers Governing Council's Connecting with the Community Ad Hoc Committee members were present, which represented a quorum.

For the benefit of all participants, Ms. Tapia announced the Committee members that participated remotely.

Call to the Public

Chairman Hooper called for public comment. There were no comments.

General Session, Presentation, Discussion and Action:

1. Approval of Consent Agenda:
 - a. Minutes:
 - i. Approve Valleywise Community Health Centers Governing Council's Connecting with the Community meeting minutes dated May 13, 2025

Valleywise Community Health Centers Governing Council's Connecting with the Community Ad Hoc Committee Meeting Minutes – General Session – June 10, 2025

General Session, Presentation, Discussion and Action, cont.:

1. Approval of Consent Agenda, cont.

MOTION: Ms. Birr moved to approve the consent agenda. Ms. Moon seconded.

VOTE: 8 Ayes: Chairman Hooper, Vice Chairman Vail Cruz, Mr. Arbuckle, Ms. Bahena, Ms. Birr, Mr. Madera, Ms. Moon, Ms. Noriega
0 Nays
5 Absent: Dr. Barker, Dr. Clotter-Woods, Ms. Inabinet, Mr. Jacobson, Ms. Kennedy
Motion passed.

2. Discuss and Review Federally Qualified Health Centers Events Participation

Vice Chairman Vail Cruz stated that after the last Connecting with the Community meeting, He spoke with Federally Qualified Health Centers (FQHC) management team to identify which clinics would serve as champions for the FQHC community events. Several clinics had committed to participating, including Valleywise Community Health Centers - North Phoenix, South Central, Mesa, McDowell, Dental, and Women's Refugee Health Clinic. These clinics were already hosting their own events or collaborating with existing FQHC community events.

The goal of the involvement with the FQHC Community events were to strengthen relationships with patients, stakeholders, community partners, global organizations, and funding agencies. These events were more than outreach; they were strategic opportunities to increase visibility, build trust, and foster long-term engagement by creating a supportive network that benefits both the clinics and the communities they serve.

3. Discuss and Review Tools and Materials from the Marketing Department

Ms. Birr mentioned that Ms. Inabinet and she had met to identify specific tools and materials that could enhance the efforts for the FQHC community events. Noting, the marketing department could support by providing handouts and branded Valleywise Health items.

Vice Chairman Vail Cruz stated the filmed materials from the Integrated Behavioral Health (IBH) campaign videos and stories could be used to highlight the positive impact of IBH services and could be shown on screens at events. He said that the materials and speakers would be informative and inspirational for the attendees. This approach reinforces the idea that clinics were a safe and supportive place to receive health care.

Chairman Hooper acknowledged the efforts as a good start. Building on that, he discussed the potential of incorporating live storytelling into future FQHC community events.

4. Discuss Potential Public Speaker Training

Vice Chairman Vail Cruz stated it was important to develop clinic ambassadors from the FQHC staff who could represent the FQHC clinic in the communities they serve. He highlighted that storytelling fosters connection, education, and leadership, and that training could transform everyday experiences into powerful advocacy tools. Additionally, he noted that storytelling could create meaningful bonds among people. Implementing storytelling training would be an effective tool to help with upcoming and future FQHC community events.

Chairman Hooper suggested developing a storytelling program tailored to the specific needs discussed, including identifying who would lead it, how it would be conducted, and how it would be structured. He proposed launching a pilot program with volunteers, potentially from the Connecting with the Community Committee.

General Session, Presentation, Discussion and Action, cont.:

4. Discuss Potential Public Speaker Training cont.

Vice Chairman Vail Cruz emphasized the importance of including the why behind storytelling in the training program. He mentioned using a storytelling framework: the story of the situation, the story of me, and the story of us. This structure helps make stories more persuasive and impactful.

Ms. Birr added that the Family Resource Center (FRC), family advisory committees could be a good starting point, as it included both patients and community members.

Chairman Hooper also mentioned that storytelling should go beyond professional roles, encouraging staff to explore their personal why and build stories that were genuine and true to their experiences. Basic storytelling training and supportive scaffolding would help participants share their stories.

Mr. Madera asked about the typical length of storytelling training.

Chairman Hooper responded that, in his opinion, a general introductory training should last about three to three and a half hours. The workshop would help ensure that all participants were on the same page, understand the storytelling process, and were able to leave the session with at least one presentable story.

5. Discuss and Possible Action on Resources and Support for the Federally Qualified Health Centers Community Events

Vice Chairman Vail Cruz noted that while the agenda item was posted for action, a final decision could not be made due to the need for more information.

Vice Chairman Vail Cruz outlined the next steps for moving forward. He emphasized the importance of providing support for upcoming FQHC community events, including exploring and securing any necessary financial resources to ensure proper budgeting. He also highlighted the need for logistical coordination, such as working with FQHC managers and accounting for staff time.

Regarding storytelling training, he suggested evaluating whether it could be conducted internally or if an external vendor would be required, factoring in bylaws, procurement processes, and timelines.

Mr. Arbuckle expressed the need for a smaller group or a few individuals to take on specific tasks to keep the initiative moving forward. Echoing earlier points, he suggested exploring whether internal resources were available to support the storytelling program and identifying what processes would be required. He noted the importance of designating someone to coordinate volunteer sign-ups and schedule training sessions. To avoid quorum issues, he proposed forming subgroups to conduct preliminary research and bring back proposals for how the storytelling initiative could be implemented.

Ms. Birr suggested creating a checklist of essential items to support the FQHC community event planning, such as marketing materials, Valleywise Health branded items, tables, and chairs. Even if clinics already had some of these resources, a list would help prompt them to request what they need. This idea aligns with previous discussions about developing a marketing kit for events.

Ms. Moon added that she agreed with Mr. Arbuckle's suggestion about assigning committee members to work on specific components. As a newer manager, she shared that she wasn't initially aware of all the internal resources available and emphasized the importance of making the information accessible to all clinics.

Vice Chairman Vail Cruz shared that he was happy to explore all aspects of funding and vendor requirements relating to storytelling training, Chairman Hooper offered his support, and together, they will collaborate to identify funding opportunities and establish the necessary processes for securing a suitable training vendor.

Valleywise Community Health Centers Governing Council's Connecting with the Community Ad Hoc Committee Meeting Minutes – General Session – June 10, 2025

General Session, Presentation, Discussion and Action, cont.:

5. Discuss and Possible Action on Resources and Support for the Federally Qualified Health Centers Community Events cont.

Ms. Birr volunteered to create a list of materials needed for a marketing kit for community events.

Vice Chairman Vail Cruz mentioned the importance of providing each clinic with a clear list outlining the need for a designated volunteer to coordinate staff and support for upcoming FQHC community events. The list should include responsibilities such as managing event staffing logistics and identifying staff members interested in volunteering for additional tasks

6. Connecting with the Community Committee Member Closing/Announcements

There were no comments or announcements.

Adjourn

MOTION: Ms. Birr moved to adjourn the June 10, 2025, Valleywise Community Health Centers Governing Council's Connecting with the Community Committee Meeting. Ms. Moon seconded.

VOTE: 8 Ayes: Chairman Hooper, Vice Chairman Vail Cruz, Mr. Arbuckle, Ms. Bahena, Ms. Birr, Mr. Madera, Ms. Moon, Ms. Noriega
0 Nays
5 Absent: Dr. Barker, Dr. Clotter-Woods, Ms. Inabinet, Mr. Jacobson, Ms. Kennedy
Motion passed.

Meeting adjourned at 3:44 p.m.



Denise Tapia
Deputy Clerk of the Board