

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
July 8, 2025, 3:00 p.m.**

Members Present:

Chris Hooper, Chairman
Jason Vail Cruz, Vice Chairman – *participated remotely*
Earl Arbuckle, Member – *participated remotely*
Shelbi Bahena, Member – *participated remotely*
Rebecca Birr, Member
Piedad Blake, Member
Dr. Nelly Clotter-Woods, Member – *participated remotely*
Claudia Inabinet, Member – *participated remotely*
Scott Jacobson, Member
Jose Luis Madera, Member
Jee Moon, Member – *participated remotely*
Irene Noriega, Member – *participated remotely*
Alma Ramirez, Member – *participated remotely*

Members Absent:

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 3:03 p.m.

Roll Call

Ms. Tapia called roll. Following roll call, she noted that eleven of the fifteen 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. Mr. Jacobson and Ms. Ramirez arrived after roll call.

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.

Chairman Hooper announced and welcomed Ms. Blake and Ms. Ramirez as the new members of the Connecting with the Community Ad Hoc Committee.

NOTE: Mr. Jacobson arrived at 3:08 p.m.

Valleywise Community Health Centers Governing Council's Connecting with the Community Ad Hoc Committee Meeting Minutes – General Session – July 8, 2025

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 June 10, 2025

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

VOTE: 12 Ayes: Chairman Hooper, Vice Chairman Vail Cruz, Mr. Arbuckle, Ms. Bahena, Ms. Birr, Ms. Blake, Dr. Clotter-Woods, Ms. Inabinet, Mr. Jacobson, Mr. Madera, Ms. Moon, Ms. Noriega

0 Nays

3 Absent: Dr. Barker, Ms. Kennedy, Ms. Ramirez

Motion passed.

NOTE: Ms. Ramirez joined at 3:11 p.m.

2. Discussion Champion Clinics update, including event descriptions and clinic storyteller identification

Vice Chairman Vail Cruz shared that the Committee's goal was to build stronger ties with the community and Federally Qualified Health Centers (FQHC) leaders by supporting projects that raise Valleywise Health's visibility and community presence. This year's focus included enhanced community events, and storytelling training to empower staff and patients as ambassadors.

He highlighted the year's planned events at FQHC clinics, noting that the FQHC staff aim to raise awareness of Valleywise Health as a vital resource for the community's overall healthcare needs.

Vice Chairman Vail Cruz received a list of staff interested in professional storytelling training, and he would coordinate with the marketing team to ensure strong participation.

Vice Chairman Cruz explained that the committee's role was to guide clinics in elevating their event efforts beyond past experiences by introducing new ideas, offering additional support, and providing personnel to help enhance the impact and success of each event.

He believed the events would yield multiple returns on investment by strengthening relationships within the community. As a result, Valleywise Health could see a more diversified payor mix, ultimately benefiting the organization through increased community understanding of its mission and services.

Ms. Inabinet mentioned that the events should be promoted on social media to highlight Valleywise Health's presence and increase community visibility, regardless of the host of the events.

Mr. Madera asked if financial specialists would be present at the events and, if so, what would be their role.

Chairman Vail Cruz confirmed that financial eligibility staff would be present at the events.

Ms. Inabinet clarified that while staff would conduct initial screenings, provide information, and schedule follow-up appointments to help begin the enrollment process.

Chairman Hooper emphasized that having a financial specialist present should be a standard practice at every event, regardless of its type, and recommended establishing this as a best practice moving forward.

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

2. Discussion Champion Clinics update, including event descriptions and clinic storyteller identification cont.

Ms. Birr suggested holding a debrief meeting after each event in order to update the kits for the events and maintain them as living documents that could continuously evolve and improve over time

3. Discussion on scheduling of Arizona Alliance for the Community Health Centers (AACHC) Storytellers Training for Valleywise Health Staff and Patients

Chairman Hooper stated that the Arizona Alliance for Community Health Centers (AACHC) had expressed strong interest in collaborating with Valleywise Health to develop a storytelling program for Valleywise Health staff and patients. Initial training could be offered at no cost to help design a program tailored specifically for Valleywise Health. Drawing on his professional and personal experience in training storytellers, he was enthusiastic to leading the creation of a customized pilot program.

Mr. Madera inquired about the type of model Chairman Hooper would develop for the storytelling training.

Chairman Hooper said that it would be a structured program designed to guide patients or professionals in crafting their own personal stories. He emphasized that the program would provide a clear framework to help participants understand the storytelling process, focusing on the how-to aspect. The training would be delivered in the form of a 3.5-hour workshop.

Mr. Madera asked if staff would be compensated for participating in the storytelling training and, if so, was there a cost center assigned to cover the expense.

Vice Chairman Vail Cruz confirmed that the training would be considered paid time for staff members. However, he noted that he would need to clarify which cost center would be used to allocate the associated costs.

Ms. Birr asked how many participants would typically attend the 3.5-hour storytelling training.

Chairman Hooper stated that in a general workshop setting, the training would accommodate approximately 16 people.

To provide a clearer picture of the storytelling workshop, Chairman Hooper said he would design a mock-up illustrating to show the components.

4. Connecting with the Community Committee Member Closing/Announcements

There were no comments or announcements.

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Adjourn

MOTION: Mr. Jacobson moved to adjourn the July 8, 2025, Valleywise Community Health Centers Governing Council's Connecting with the Community Committee Meeting. Ms. Birr seconded.

VOTE: 13 Ayes: Chairman Hooper, Vice Chairman Vail Cruz, Mr. Arbuckle, Ms. Bahena, Ms. Birr, Ms. Blake, Dr. Clotter-Woods, Ms. Inabinet, Mr. Jacobson, Mr. Madera, Ms. Moon, Ms. Noriega, Ms. Ramirez
0 Nays
2 Absent: Dr. Barker, Ms. Kennedy
Motion passed.

Meeting adjourned at 3:52 p.m.

Denise Tapia
Deputy Clerk of the Board