



<p><u>Committee Members</u> Chris Hooper, Committee Chair Jason Vail Cruz, Committee Vice Chair Earl Arbuckle, Member Shelbi Bahena, Member Rebecca Birr, Member Dr. Nelly Clotter-Woods, Member Claudia Inabinet, Member Scott Jacobson, Member Helen Kennedy, Member Jose Luis Madera, Member Jee Moon, Member Irene Noriega, Member Dr. Michelle Barker, CEO, FQHCs, Ex-Officio Member</p>	<p><u>AGENDA</u> Valleywise Community Health Centers Governing Council's Connecting with the Community Committee</p> <p><u>Mission Statement</u> The Valleywise Health's mission is to provide exceptional care, without exception, every patient, every time.</p>
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• Virginia G. Piper Charitable Trust Pavilion •
• 2609 East Roosevelt Street • Phoenix, Arizona 85008 •
• 2nd Floor • Auditorium 1 •

Tuesday, June 10, 2025
3:00 p.m.

Access to the meeting room will start at 2:50 p.m., 10 minutes prior to the start of the meeting.

One or more of the members of the Connecting with the Community Committee members may participate telephonically. Committee members participating telephonically will be announced at the meeting.

Please silence cell phone, computer, etc., to minimize disruption of the meeting.

3:00 **Call to Order**

Roll Call

Call to the Public

This is the time for the public to comment. The Connecting with the Community Committee may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. § 38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism or scheduling a matter for further consideration and decision at a later date.

ITEMS MAY BE DISCUSSED IN A DIFFERENT SEQUENCE

Agendas are available within 24 hours of each meeting at Valleywise Community Health Centers and at Valley Comprehensive Health Centers, and on the internet at <https://valleywisehealth.org/about/governing-council/>. Accommodations for individuals with disabilities, alternative format materials, sign language interpretation, and assistive listening devices are available upon 72 hours advance notice via the Clerk's Office, Virginia G. Piper Charitable Trust Pavilion, 2609 East Roosevelt Street, Phoenix, Arizona 85008, (602) 344-5177. To the extent possible, additional reasonable accommodations will be made available within the time constraints of the request.

General Session, Presentation, Discussion and Action:

- 3:05 1. Approval of Consent Agenda: 5 min
Any matter on the Consent Agenda will be removed from the Consent Agenda and discussed as a regular agenda item upon the request of any voting Governing Council member.
- a. Minutes:
- i. **Approve** Valleywise Community Health Centers Governing Council's Connecting with the Community [Committee meeting minutes dated May 13, 2025](#)

End of Consent Agenda

- 3:10 2. Discuss and Review Federally Qualified Health Centers Events Participation 20 min - No Handout
Connecting with the Community Committee
- 3:30 3. Discuss and Review [Tools and Materials from the Marketing Department](#) 20 min
Connecting with the Community Committee
- 3:50 4. Discuss Potential Public Speaker Training 10 min - No Handout
Connecting with the Community Committee
- 4:00 5. Discuss and **Possible Action** on Resources and Support for the Federally Qualified Health Centers Community Events 20 min - No Handout
Connecting with the Community Committee
- 4:20 6. Connecting with the Community Committee Member Closing/Announcements 5 min - No Handout
Connecting with the Community Committee

4:25 **Adjourn**

**1.a.i Minutes - Committee Meeting minutes dated
May 13, 2025**

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
May 13, 2025, 3:00 p.m.

DRAFT

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

Members Absent: 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 twelve 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 April 8, 2025

Valleywise Community Health Centers Governing Council's Connecting with the Community Ad Hoc Committee Meeting Minutes – General Session – May 13, 2025

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

1. Approval of Consent Agenda, cont.

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

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

0 Nays

1 Absent: Dr. Barker

Motion passed.

2. Discuss and Review Connecting with the Community Committee Charter

Vice Chairman Vail Cruz reminded the Committee members about the responsibility of the Committee charter.

3. Discuss and Possible Action on Connecting with the Community Committee Projects: Staff Storytelling; Individual Federal Qualified Health Center Events; and Care for Homebound Patients

Vice Chairman Vail Cruz mentioned at the last Committee meeting that there were three potential projects. He would like to identify the best project to start with. Although there was an opportunity to do more than one project, he would like to focus on one project and its implementation.

Ms. Inabinet asked if the Committee discussed funding options for each project.

Vice Chairman Vail Cruz stated that project funding was not discussed.

Chairman Hooper stated that the Committee had decided on three potential projects: staff storytelling, individual Federally Qualified Health Center (FQHC) events, and care for homebound patients, however, the Committee should focus on one project. The Committee received information on all scheduled FQHC events for the remainder of fiscal year (FY) 2025.

Vice Chairman Vail Cruz reiterated that one proposed project was for each FQHC location to have one event per year, which would be manageable in terms of budget and planning.

Chairman Hooper emphasized that the Committee could assist FQHCs that have yet to host events, aiming to bring all centers on board with the initiative of organizing at least one event per year.

Vice Chairman Vail Cruz suggested developing a template for FQHC events and testing it during the current fiscal year. Once the process had been streamlined, each location would be required to hold an event within a fiscal year, which would be included in their annual budget.

Mr. Arbuckle stated the Committee should look at new projects that do not require a lot of resources, as the first project needed to be completed within the year. He noted that storytelling was relevant.

Chairman Hooper defined storytelling, explaining that a personal storyteller was a direct connection from one person to an audience. It could be done from the perspective of a patient or an employee at Valleywise Health.

Valleywise Community Health Centers Governing Council's Connecting with the Community Ad Hoc Committee Meeting Minutes – General Session – May 13, 2025

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

3. Discuss and Possible Action on Connecting with the Community Committee Projects: Staff Storytelling; Individual Federal Qualified Health Center Events; and Care for Homebound Patients, cont.

Vice Chairman Vail Cruz stated that with the shortages in resources, it was important to have both staff and patient ambassadors who could speak in the community about the importance of safety net health systems and accessing health that was available to the people in the community.

Mr. Jacobson stated that community events, which connect people with their community, should take priority.

Ms. Inabinet mentioned the Committee needed a funding plan for future events, but currently, the Committee could tap into existing events and enhance them.

Chairman Hooper stated storytelling training was important to ensure people were well-prepared and didn't enter situations unprepared

Ms. Birr stated that storytelling should focus on the staff members who engage with their community and that pilot training should be conducted with those staff members.

Ms. Moon mentioned that storytelling enhanced the community partnership.

Vice Chairman Vail Cruz mentioned that storytelling from a patient and professional perspective would help grow relationships with the community surrounding the FQHCs.

MOTION: Mr. Arbuckle moved to approve the Individual Federal Qualified Health Center staff storytelling events. Mr. Jacobson seconded.

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

0 Nays

1 Absent: Dr. Barker

Motion passed.

4. Discuss and Review Planning, Implementation and Timeline for Approved Connecting with the Community Committee Projects

Vice Chairman Vail Cruz proposed launching a storytelling pilot program for FQHCs that have the capacity to participate, leveraging existing storytelling resources, with the goal of implementing the pilot in the next fiscal year.

Ms. Inabinet suggested incorporating additional storytelling elements into the events that were already scheduled.

Mr. Arbuckle mentioned developing an implementation plan that included clearly defined success criteria, which could be presented for review.

Vice Chairman Vail Cruz stated he would clarify the timeline for the Committee projects.

5. Connecting with the Community Committee Member Closing/Announcements

There were no comments or announcements.

Valleywise Community Health Centers Governing Council's Connecting with the Community Ad Hoc Committee Meeting Minutes – General Session – May 13, 2025

Adjourn

MOTION: Mr. Arbuckle moved to adjourn the May 13, 2025, Valleywise Community Health Centers Governing Council's Connecting with the Community Committee Meeting. Mr. Jacobson seconded.

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

0 Nays

1 Absent: Dr. Barker

Motion passed.

Meeting adjourned at 3:54 p.m.

Denise Tapia
Deputy Clerk of the Board

3. Tools and Materials from the Marketing Department

Community Engagement

Upcoming Events:	Date:	
Valley Metro Light Rail Opening Celebration	6/7/2025	Light Rail Celebration – South Central Phoenix Participating
Healthy Start D.A.D Baby Shower Community Event	6/7/2025	Healthy Start DAD Community Event – SPL FRC
UnitedHealthcare Back to School Health and Safety Fair	7/19/2025	Creighton SD Backpack Event at Excelencia – Phoenix Dental will be participating
Back to School Health Fair @ Ed and Verma Pastor School (9am-12pm)	7/19/2025	Health and Resource Fair, Arizona Alliance for Community Health Centers – Financial Eligibility Team
Mesa Prevention Alliance Back to School Event	7/26/2025	Annual Back to School Event – Mesa FRC
AZHCC Health and Resource Fair @ Phoenix College	7/26/2025	Annual Health and Resource Fair – Claudia I

Monthly Networking Meetings:

MesaCAN Networking
AZCH Avondale Resource Center External Partner Networking
Glendale Strong Family Network
Building Bridges to Health - MCDPH
Guadalupe Partnership Coalition
Care Coalition Meeting
Perioa Community in Action Network
For our City Chandler
All Faith Networking
MCHD Healthy Partnerships
Wilson School District Coalition
Urbban Strategies EHS Health Advisory Committee (meets quarterly)
CPLC HS/EHS Health Advisory Committee (meets Quarterly)

Community Engagement

Chamber of Commerce/Business Development:

- Glendale Chamber of Commerce – Betty Coleman (need more reps)
- Westmarc
- Arizona Hispanic Chamber of Commerce
- Peoria Chamber of Commerce – Melody Williams
- East Valley Partnership
- Greater Phoenix Chamber of Commerce
- Greater Phoenix Equality Chamber of Commerce – Jason Vail Cruz, Manny Soto-Griego

Future Marketing Engagement:

- Spotlight each clinic – Bring awareness to the community of the services at each Valleywise Community Health Center (via TV media outlets, social media, radio, subject matter expert interviews)
- Patient Testimonials
- Social Media posts

****Marketing will support each community event/community presentation with promotional items and collateral (brochures, flyers).**