Valleywise Community Health Centers Governing Council

Executive Committee Meeting

March 20, 2020
1:00 p.m.

Agenda
One or more of the members of the Executive Committee may participate telephonically. Committee members participating telephonically will be announced at the meeting.

Pursuant to A.R.S. § 38-431.03(A)(3), or any applicable and relevant state or federal law, the Executive Committee may vote to recess into an Executive Session for the purpose of obtaining legal advice from the Executive Committee’s attorney or attorneys on any matter listed on the agenda. The Executive Committee also may wish to discuss any items listed for Executive Session discussion in General Session, or the Executive Committee may wish to take action in General Session on any items listed for discussion in Executive Session. To do so, the Executive Committee will recess Executive Session on any particular item and reconvene General Session to discuss that item or to take action on such item.

If you are carrying a cell phone, pager, computer, or other sound device, we ask that you silence it at this time to minimize disruption of the meeting.
Call to Order

Roll Call

Call to the Public
This is the time for the public to comment. The Executive 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

General Session, Presentation, Discussion and Action:

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 Committee member.
   a. Minutes:
      i. Approve Executive Committee Meeting Minutes Dated January 30, 2020
      ii. Approve Executive Committee Meeting Minutes Dated February 13, 2020

   End of Consent Agenda

2. Discuss New Member Recruitment Plan for the Valleywise Community Health Centers Governing Council 20 min
   Barbara Harding, Chief Executive Officer, Federally Qualified Health Center Clinics

3. Discuss Valleywise Community Health Centers Governing Council Composition 10 min
   Executive Committee Members

4. Discuss Valleywise Community Health Centers Governing Council Members’ Attendance at Council and Committee Meetings 10 min
   a. Attendance Logs
   b. Approve Terry Benelli’s request for excused absence due to extenuating circumstances for the following date/meeting:
      - January 30, 2020 Executive Committee Meeting
   Executive Committee Members

5. Chief Executive Officer’s Report Including but not Limited to Future Valleywise Community Health Centers Governing Council Agenda Items: 5 min
   - April agenda items: Medical Staff Appointments; Contracts if any; Sliding Fee Discount Program and Schedule; UDS Submission; Immunization Presentation; Dental Strategy Recommendations; Family Practice Residency
   Barbara Harding, Chief Executive Officer, Federally Qualified Health Center Clinics

6. Executive Committee Members Closing Comments/Announcements 5 min
   Executive Committee Members
General Session, Presentation, Discussion and Action, cont.:

7. Review Staff Assignments 5 min
   Cassandra Santos, Assistant Clerk

Old Business:

June 13, 2019
Revise committee charters for committee review; make changes to the crosswalk as directed

Assign a mentor to Michelle Barker

Adjourn
January 30, 2020
Meeting Minutes
Minutes

Valleywise Community Health Centers Governing Council
Executive Committee Meeting
Valleywise Health Medical Center
Conference and Administration Center, Auditorium 4
January 30, 2020
3:30 p.m.

Voting Members Present: Melissa Kotrys, Committee Chair
Ryan Winkle, Committee Vice Chair
Pedro Cons, Member
Scott Jacobson, Member

Voting Members Absent: Terry Benelli, Member
Eileen Sullivan, Member

Non-Voting Members Present: Barbara Harding, Chief Executive Officer, Federally Qualified Health Centers Clinics

Others/Guest Presenters: Melanie Talbot, Chief Governance Officer

Recorded by: Cassandra Santos, Assistant Clerk

Call to Order

Chairman Kotrys called the meeting to order at 3:40 p.m.

Roll Call

Ms. Santos called roll. Following roll call, it was noted that four of the six voting members of the Valleywise Community Health Centers Governing Council’s Executive Committee were present, which represented a quorum.

Call to the Public

Chairman Kotrys called for public comment. There were no comments from the public.
Valleymwise Community Health Centers Governing Council – Executive Committee
Meeting Minutes – General Session – January 30, 2020

General Session, Presentation, Discussion and Action:

1. Discuss Methods to Address Concerns Brought Forth by a Valleywise Community Health Centers Governing Council Member at its January 2, 2020 Meeting
   a. Discuss steps being taken to address concerns about patient communication, discuss community engagement, and grassroot outreach opportunities
   b. Outcome of the January 13, 2020 Strategic Planning and Outreach Committee meeting

Ms. Harding wanted to address questions and concerns brought forth by Valleywise Community Health Centers Governing Council (VCHCGC) members about unfavorable member etiquette during recent meetings. Members avoided expressing their frustration aloud during meetings, although she encouraged them to do so. She said that parliamentary procedures would likely tie into the conversation.

Members felt that meetings were progressively getting off track and at times lacked a professional approach when opinions were exchanged. Ms. Harding believed that it would be productive to discuss these concerns with the Executive Committee for a sense of direction to use as a basis for improvement.

Chairman Kotrys said that she met with Ms. Benelli and Mr. Larios concerning upcoming VCHCGC meeting topics, but that she had not spoken to other members regarding meeting etiquette concerns.

She felt that together, as a council, an open discussion should take place to decide how to address all issues involved. It was also important, that the VCHCGC understand the context of their role as members and have knowledge of their oversight. It was necessary to find a way to maintain a facilitated and inclusive conversation that addressed concerns or opinions yet provided an atmosphere of comfortability.

She believed that there was a great opportunity to build on community development, outreach, and patient communication. She thought it was possible to pursue areas of priority through action plans and the identification of resources. She felt that critical topics continuously brought up during broad discussions possibly needed to be placed on future agendas as stand-alone items.

In speaking with Mr. Larios and Ms. Benelli, Chairman Kotrys had ideas of what was important to address as a council, from their standpoint. She asked for feedback from committee members.

Vice Chairman Winkle mentioned that he understood that Mr. Larios had an issue concerning racial inequality during various topics of discussion but felt concerns should be addressed as specific agenda items, not just brought up. He was curious why members were not vocal about their discomfort during meetings.

Ms. Harding shared examples of why members were apprehensive about voicing their discomfort when racial issues became the forefront of discussion.

Vice Chairman Winkle understood the rationality. It was important that the concern of every member be addressed in an effort to arrive at common ground.

Mr. Cons said although he was of Latino descent, he found the tone uncomfortable at times. He noticed that proper board etiquette during meetings was not present at times. He agreed with Vice Chairman Winkle that a different approach was needed in voicing matters for consideration.

Mr. Cons mentioned that mentorship as a way to assist members who may not have ever served on a board that maintained oversight of an FQHC. It was important to hear the concerns of all members because they represented their community, however the approach was critical.

Mr. Jacobson shared topics of discussion during recent Strategic Planning and Outreach Committee meeting including community outreach and speaker series ideas. He thought that the energy was not positive when different speakers presented to the VCHCGC because of the defensive manner in which members asked questions.
General Session, Presentation, Discussion and Action, cont.:

1. Discuss Methods to Address Concerns Brought Forth by a Valleywise Community Health Centers Governing Council Member at its January 2, 2020 Meeting, cont.

Vice Chairman Winkle said there may be a different way to consider discussions in order to be productive.

Mr. Cons elaborated on his experience in areas of community advocacy and reiterated elements of board etiquette. He mentioned that although VCHCGC members may have used FQHC Clinic services before, that did not mean that they were a true representative of Valleywise Health’s patient population.

He added that a sense of professionalism and respect must be adhered to during meetings. Being a member of the council was also about growth, so there was an opportunity to improve in areas. He thought that placing blame on one another, or Valleywise Health staff, was counterproductive.

Chairman Kotrys said that there had to be a way to address concerns in a productive manner to subsequently formulate effective action plans. The individualized perception of every member would be recognized in order to achieve optimal result.

She went into detail about conversations she had with Mr. Larios and Ms. Benelli and said that her perception of various subjects changed by just listening to what they had to say. She felt that other members may also find value in the discussion. The goal was to grasp a better understanding of the needs of the patient population served.

Chairman Kotrys talked about community development and community engagement. She discussed the value in having community organization based speakers at future VCHCGC meetings. She identified organizations, such as Vitalyst Health Foundation, and other community organizers that may be able to speak on topics about racial equality and racial equity. She touched on equity-lens training ideas.

Building relationships within the communities served, in terms of patient outreach and communications, was important. She recognized a gap from a marketing and communications standpoint. She was hopeful to obtain a list of priorities from VCHCGC members and then move forward with ideas for progression.

Mr. Jacobson asked what the financial stewardship role of the VCHCGC was since members did not govern the overall budget of Valleywise Health.

Chairman Kotrys said that the VCHCGC oversaw their own budget.

Mr. Jacobson said that although she was correct, a separate community outreach program for the VCHCGC would have to be staffed and funded through Valleywise Health.

Chairman Kotrys said that the VCHCGC Bylaws and Co-Applicant Arrangement with the Maricopa County Special Health Care District (MC SHCD) needed to be re-evaluated, to find out what the entire scope of responsibility is, surrounding decision making.

Ms. Harding explained areas of the VCHCGC’s authority including ensuring that the FQHC Clinics were financially sound and stewardship of resources was monitored. It also included decision making that provided future sustainability of the FQHC Clinics.

In addition, community engagement and outreach were important aspects of the VCHCGC. If the decision was to try and obtain a community development consultant, then resources for other endeavors might suffer. She added that the Valleywise Health Marketing and Communications Department coordinated various events, including health fairs, in relation to community development.
General Session, Presentation, Discussion and Action, cont.:

1. Discuss Methods to Address Concerns Brought Forth by a Valleywise Community Health Centers Governing Council Member at its January 2, 2020 Meeting, cont.

She elaborated on an idea regarding the training and education of clinic managers for community development purposes. She wondered though what the impact would because she did not think that the majority of clinic managers lived within the community of their respective clinic. She did not find value in training the VCHCGC on equality and equity, but she did see the value in training the clinic managers in grassroot community development.

Chairman Kotrys felt that both types of training held value.

Vice Chairman Winkle thought that the VCHCGC could focus on grassroot community outreach efforts that would make a meaningful and productive impact. Although he recognized the work being done by the Marketing and Communications Department, he believed that members of the team may not necessarily have an entire sense of the communities being served. He felt that a more personal approach would be better received by vulnerable patient populations during clinic moves and closures.

Ms. Talbot acknowledged Vice Chairman Winkle for his role in chairing a recent VCHCGC meeting. She gave examples of different types of leadership tactics used during meetings. She spoke about majority and consensus situations. This played a part in meeting etiquette and did not allow meetings to become off track or lack a professional approach when opinions or comments were exchanged.

Pertaining to VCHCGC ideas for change or improvement, Ms. Talbot talked about resource feasibility and staff availability.

Chairman Kotrys agreed. She felt that she needed a better understanding of what the VCHCGC’s scope of responsibility was in its entirety.

Ms. Talbot spoke about key points within the National Association of Community Health Centers (NACHC) Governance Guide for Health Center Boards pertaining to “sample board roles and responsibilities descriptions”. This included information about governance versus management.

Vice Chairman Winkle felt it was the VCHCGC’s job to give direction, within their scope of authority, to the management team.

Ms. Talbot agreed and said that the VCHCGC set policy and management fulfilled it.

Based on feedback, Chairman Kotrys said that some members felt that when they voiced a concern it did not seem as though it was addressed. She thought that community engagement was important to follow up on. She mentioned members’ frustrations with issues not being addressed in any strategies associated with clinic moves and closures in relation to patient communication and advocacy efforts.

Vice Chairman Winkle said that to be productive, it was important to be clear about the direction given to staff regarding community development and community engagement endeavors.

Ms. Harding understood that if staff was not familiar with a community or may not have grown up an area served, it could be a challenge to connect on a grassroots level.

Chairman Kotrys added that there were many community organizational groups within Maricopa County to research, in relation to community outreach partnership possibilities.

Ms. Harding agreed.

Ms. Talbot thought that VCHCGC members were a viable resource in referring appropriate community organizational groups relating to partnering efforts.
Valleywise Community Health Centers Governing Council – Executive Committee
Meeting Minutes – General Session – January 30, 2020

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

1. Discuss Methods to Address Concerns Brought Forth by a Valleywise Community Health Centers Governing Council Member at its January 2, 2020 Meeting, cont.

Vice Chairman Winkle suggested that Mr. Larios conduct a presentation within his district, at a grassroots level, accompanied by interested VCHCGC members.

Chairman Kotrys felt that Mr. Jacobson and Mr. Cons also probably had valuable resources and names of community organizers that the VCHCGC would benefit connecting with.

Mr. Jacobson pointed out that he has met several times with Mr. Byron, Senior Vice President of the Marketing and Communications Department, and that strategic goals were established by the VCHCGC for the fiscal year (FY) in accordance with budget allowances.

Chairman Kotrys requested that the VCHCGC take part in an exercise to identify and discuss gaps associated with highest priorities of concern.

Vice Chairman Winkle liked the idea and mentioned that it was difficult to define an opinion as an agenda item without having full clarity of the specific concern or issue.

Ms. Harding spoke about how priorities tied back to the FQHC Clinics’ strategic plan. The development of an action plan would follow the VCHCGC exercise.

Chairman Kotrys said that she would prepare VCHCGC members for the priorities exercise. This would allow members to identify various priorities which they believed were important to address in relation to the community and the FQHC Clinics served.

Chairman Winkle thought to incorporate discussions about culture and respect. He felt that the culture over the years had changed significantly and that the evolution of board demographics was apparent.

Ms. Harding agreed. She stated that as new members were identified they could be educated on the topics in an effort to maintain a unity. Members were encouraged to express ideas and feel that concerns were addressed while still maintaining an environment of acceptance of overall opinion and comfortability.

2. Discuss and Review of Parliamentary Procedures used by the Valleywise Community Health Centers Governing Council

Mr. Cons and Chairman Kotrys suggested that parliamentary procedures be included in monthly meeting packets to be used as a reference guide.

3. Discussion and Possible Action on Valleywise Community Health Centers Governing Council Membership Recruitment and Member Retention

Ms. Harding stated that the VCHCGC was not in a good position in relation to membership recruitment. A recent candidate chose to not move forward due to the inability to fulfill the time commitment. There were no other candidates. She noted there were a couple of current members whose terms would expire at the end of the fiscal year (FY).

Ms. Talbot said that that Chairman Kotrys’ and Ms. Hammond’s terms would end on June 30, 2020. She said there were two members who should be asked whether they intended on serving a second term, as their first terms were ending June 30, 2020 therefore would need to re-apply.

Chairman Kotrys asked Ms. Talbot to send her the names of members whose first terms were ending in June.
Valleywise Community Health Centers Governing Council – Executive Committee
Meeting Minutes – General Session – January 30, 2020

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

3. Discussion and Possible Action on Valleywise Community Health Centers Governing Council Membership Recruitment and Member Retention, cont.

Ms. Harding noted that Ms. Sullivan was going to resign due to relocation outside of Maricopa County. She confirmed that Ms. McCarty decided to remain as a member of the VCHCGC.

Chairman Kotrys stated the importance of robust recruitment efforts to remain in compliance with Health Resources and Services Administration (HRSA). Succession planning would be discussed at a later date.

Ms. Harding noted that when Ms. Sullivan officially resigned, the Compliance and Quality Committee chair position would become vacant.

Ms. Talbot explained that until a new chair was appointed by the VCHCGC Chairman Kotrys, Chris Hammond, Vice Chairman of the Compliance and Quality Committee, had the authority to call a meeting to order.

Chairman Kotrys asked Ms. Talbot to send her a list of the members on each VCHCGC committee.

4. Discuss Valleywise Community Health Centers Governing Council Members’ Attendance at Council and Committee Meetings
   a. Attendance Logs
   b. Approve Melissa Kotrys’ request for excused absence due to extenuating circumstances for the following date/meeting:
      i. December 12, 2019 Executive Committee meeting
   c. Approve Liz McCarty’s request for excused absence due to extenuating circumstances for the following date/meeting:
      i. January 2, 2020 Valleywise Community Health Centers Governing Council meeting

Attendance was briefly discussed and requests for excused absences were reviewed.

Vice Chairman Kotrys commented that she was absent from the December 12, 2019 VCHCGC meeting due to a family illness, therefore, requested that the absence be excused.

She pointed out that Ms. McCarty requested that her absence from the January 2, 2020 VCHCGC meeting be excused due to being out of the country.

MOTION: Mr. Jacobson moved to approve Melissa Kotrys’ request for excused absence due to extenuating circumstances for the following date/meeting: December 12, 2019 Executive Committee meeting. Mr. Cons seconded.

VOTE: 3 Ayes: Vice Chairman Winkle, Mr. Cons, Mr. Jacobson
       0 Nays
       2 Absent: Ms. Benelli, Ms. Sullivan
       1 Abstain: Chairman Kotrys

Motion passed.

Vice Chairman Kotrys announced that she abstained from voting, stating a conflict of interest. She did not feel it was appropriate to vote on the request for excuse of her own absence.
General Session, Presentation, Discussion and Action, cont.:

4. Discuss Valleywise Community Health Centers Governing Council Members’ Attendance at Council and Committee Meetings
   
   c. Approve Liz McCarty’s request for excused absence due to extenuating circumstances for the following date/meeting:
      
      i. January 2, 2020 Valleywise Community Health Centers Governing Council meeting

   MOTION: Mr. Jacobson moved to approve Liz McCarty’s request for excused absence due to extenuating circumstances for the following date/meeting: January 2, 2020 Valleywise Community Health Centers Governing Council meeting. Mr. Cons seconded.

   VOTE: 4 Ayes: Chairman Kotrys, Vice Chairman Winkle, Mr. Cons, Mr. Jacobson
          0 Nays
          2 Absent: Ms. Benelli, Ms. Sullivan
          Motion passed.

5. Chief Executive Officer’s Report Including but not Limited to Future Valleywise Community Health Centers Governing Council Agenda Items

   This item was not discussed.

   On another note, Mr. Cons requested that a copy of the governance document pertaining to VCHCGC fiduciary responsibilities and member roles be made available at each VCHCGC meeting to use as a reference guide as needed.

Adjourn

   MOTION: Mr. Jacobson moved to adjourn the January 30, 2020 Executive Committee meeting. Vice Chairman Winkle seconded.

   VOTE: 4 Ayes: Chairman Kotrys, Vice Chairman Winkle, Mr. Cons, Mr. Jacobson
          0 Nays
          2 Absent: Ms. Benelli, Ms. Sullivan
          Motion passed.

Meeting adjourned at 4:57 p.m.

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Cassandra Santos
Assistant Clerk
Valleywise Community Health Centers Governing Council

Executive Committee Meeting

March 20, 2020

Item 1.a.ii.

February 13, 2020 Meeting Minutes
Minutes

Valleywise Community Health Centers Governing Council
Executive Committee Meeting
Valleywise Health Medical Center
Conference and Administration Center, Auditorium 4
February 13, 2020
11:30 p.m.

Voting Members Present: Melissa Kotrys, Committee Chair
Ryan Winkle, Committee Vice Chair
Terry Benelli, Member– excused herself at 12:36 p.m.
Pedro Cons, Member
Scott Jacobson, Member

Non-Voting Members Present: Barbara Harding, Chief Executive Officer, Federally Qualified Health Centers Clinics

Others/ Guest Presenters: Melanie Talbot, Chief Governance Officer

Recorded by: Cassandra Santos, Assistant Clerk

Call to Order

Chairman Kotrys called the meeting to order at 11:36 a.m.

Roll Call

Ms. Santos called roll. Following roll call, it was noted that all five voting members of the Valleywise Community Health Centers Governing Council’s Executive Committee were present, which represented a quorum.

Call to the Public

Chairman Kotrys called for public comment. There were no comments from the public.

General Session, Presentation, Discussion and Action:

1. Approval of Consent Agenda:
   a. Minutes:
      i. Approve Executive Committee Meeting Minutes Dated December 12, 2019

   MOTION: Ms. Benelli moved to approve the consent agenda. Mr. Jacobson seconded.
   VOTE: 5 Ayes: Chairman Kotrys, Vice Chairman Winkle, Ms. Benelli, Mr. Cons, Mr. Jacobson, 0 Nays
   Motion passed.
General Session, Presentation, Discussion and Action, cont.: 

2. Discuss New Member Recruitment for the Valleywise Community Health Centers Governing Council
   a. Application Process Guidelines
   b. Review Candidate Applications and/or Candidate Log

Ms. Harding explained that the Application Process Guidelines solidified staff’s role in the overall Valleywise Community Health Centers Governing Council (VCHCGC) membership application process. The Executive Committee would play a role in the process as well.

Chairman Kotrys asked if committee members would assist in the candidate interview process.

Ms. Harding said that the guidelines indicated that they would.

She updated the committee about the overall membership recruitment status and stated there were no applicants moving forward at the present time. She was concerned about remaining compliant with the Health Resources and Services Administration (HRSA) Compliance Manual, chapter 20, board composition requirements, which required no less than nine voting members.

Ms. Harding explained that Chairman Kotrys’ and Ms. Hammond’s terms would end on June 30, 2020. She additionally noted that Ms. Sullivan had officially resigned. Although Ms. McCarty did not intend on serving a third term, after further thought, she decided to continue to serve on the VCHCGC.

Ms. Harding mentioned that a recent candidate chose not to move forward with her application due to membership time commitments. She said that Vice Chairman Winkle referred an individual and that more information would follow.

She reiterated the membership time commitment as an impediment which made recruitment a challenge.

She and Ms. Talbot recently spoke about internal board culture and how it had a significant influence on how the VCHCGC would carry out its future work and shape performance.

There was a thought that young adults be actively considered and pursued as prospects in an effort to contribute to board dynamics. A culture of inquiry and mixed opinion was important. Keeping members engaged and embracing ongoing board development and growth was also imperative. In addition, many young adults would be able to use the experience as a form of community activism and advocacy.

Ms. Santos suggested member recruitment displays set up at select Valleywise Community Health Centers and possibly during the opening of the Valleywise Comprehensive Health Center-Peoria. It was critical to recruit patients of the Valleywise Health Federally Qualified Health Centers (FQHC) Clinics because HRSA required that at least 51% of VCHCGC members be users of the clinics.

Mr. Jacobson felt that member recruitment aimed toward the young adult population was essential. He attended the Arizona Association of Community Health Centers (AACHC) Governance Training session, on February 10, 2020 and highlighted discussions that took place on the subject.

He recently had conversation with Arizona State University (ASU) students who were interested in community health center board membership. The students however were not users of the Valleywise Health FQHC Clinics.

Chairman Kotrys liked the idea of setting up member recruitment displays at the clinics to promote member recruitment of users.

Mr. Jacobson commented that clinic managers were the voice of the clinic and would be a critical piece in promoting the recruitment of patients.
General Session, Presentation, Discussion and Action, cont.:

2. Discuss New Member Recruitment for the Valleywise Community Health Centers Governing Council, cont.

Ms. Harding also felt that the clinic managers played a chief role in the process. As the manager of a community health center, it was important to become familiar with the community and patients served. Ambulatory network staff were in the process of educating managers in areas of patient communication, community outreach and engagement, and social marketing. She could not assume that all managers were comfortable with community engagement within a social marketing or recruitment capacity. She also mentioned that it was not productive to duplicate current marketing efforts.

Mr. Jacobson asked about the VCHCGC member composition status in relation to district of residence.

Chairman Kotrys felt that area was presently well balanced. However, she did mention that the Hispanic population membership was lacking, with 72% non-Hispanic VCHCGC members.

She asked for overall feedback from the committee on ways to advance and capitalize member recruitment efforts.

Ms. Harding said that the Valleywise Community Health Center-McDowell was the most responsive clinic so far relating to the identification of patients who may be interested in becoming a member of the VCHCGC.

She added that highest patient activity levels at the Valleywise Comprehensive Health Center-Phoenix occurred on Mondays and Wednesdays and most ideal in promoting member recruitment.

The committee briefly spoke about having a recruitment table display at the Valleywise Comprehensive Health Center-Phoenix.

The committee suggested the idea as an action item and asked that the table display be accompanied by a recruitment video and various Valleywise Health brand tchotchkes.

Chairman Kotrys mentioned that she did not see many Valleywise Health social media posts lately which promoted VCHCGC member recruitment. She also felt that the content should more closely reflect the patient population served and highlight the Valleywise Community Health Centers with more detail.

Vice Chairman Winkle said that to really encourage member recruitment, it was important to increase the frequency and be more consistent with outreach posting on social media sites.

The committee decided that social media posts about member recruitment should be at least three times a month.

Ms. Harding would reach out the Marketing and Communications Department with the request.

Ms. Harding said that she would also accompany Mr. Jacobson to ASU to speak further with students about membership.

Mr. Cons suggested he reach out to the Latino youth scholarship groups that he was familiar with, to provide information about becoming a VCHCG member.

Ms. Benelli said that she could reach out to students at the Benedictine University in Mesa.

Ms. Harding agreed to draft a letter to hand out during the recruitment efforts.

She would also prepare a member recruitment plan and bring it back to the next committee meeting for review.
General Session, Presentation, Discussion and Action, cont.:  

3. Discuss Valleywise Community Health Centers Governing Council Composition  

VCHCGC member composition was discussed.  

Chairman Kotrys reiterated that her final term and Ms. Hammond’s final term would both end June 30, 2020, therefore the VCHCGC was in jeopardy of being out of compliance according to the HRSA Compliance Manual, chapter 20, board composition requirements.  

She announced that both Mr. Cons and Mr. Jacobson’s first year terms were up on June 30, 2020 and that they needed to re-apply.  

Ms. Talbot said that she emailed the application to Chairman Kotrys on January 30, 2020 for distribution purposes.  

Chairman Kotrys said she would forward the application to Mr. Cons and Mr. Jacobson.  

Ms. Talbot also mentioned VCHCGC members, including Mr. Cons, Mr. Larios, and Vice Chairman Winkle, who were users of the FQHC Clinics, may need to utilize services soon to remain in compliance as a user.  

A user was defined as receiving care within the HRSA approved scope of service at a Valleywise Community Health Center, including dental care services, or at one of the FQHC Clinics located at the Valleywise Comprehensive Health Center-Phoenix, within the last 24 months.  

Chairman Kotrys agreed to reach out to the members to remind them of their current user status.  

4. Discuss Succession Planning – Valleywise Community Health Centers Governing Council’s Committees Chairs for Fiscal Year 2021  

Chairman Kotrys recommended Ms. Barker or Mr. Messick for the position of chair of the Compliance and Quality Committee, in lieu of Ms. Sullivan’s recent resignation from the VCHCG, and former chair of the committee.  

It was important to continue with succession planning for the upcoming fiscal year 2021.  

The committee briefly discussed succession planning strategies, considerations for upcoming leadership positions, and growth of the VCHCGC. Identifying member interest in leadership positions was imperative.  

Executive Committee members agreed to speak with VCHCGC members to gauge overall interest.  

5. Discuss Valleywise Community Health Centers Governing Council Members’ Attendance at Council and Committee Meetings  

a. Attendance Logs  

Overall attendance of VCHCGC members was discussed.  

Chairman Kotrys would reach out to members who had excessive absences.
General Session, Presentation, Discussion and Action, cont.:

6. Chief Executive Officer’s Report Including but not Limited to Future Valleywise Community Health Centers Governing Council Agenda Items:
   - March agenda items: Medical Staff Appointments; Contracts if any; IT/HIE presentation; Report from AACHC training; Governing Council members priorities/issues/gaps activity

Ms. Harding briefly reviewed items that would be discussed at the March 4, 2020 VCHCGC meeting.

She noted several items that would be placed on the VCHCGC consent agenda. She said that a report would be given by VCHCGC members who attended the AACHC governance training.

A group activity would also take place to discuss VCHCGC members priorities, issues, and where perceived gaps were regarding their oversight of the FQHC Clinics. A presentation would be given by Chairman Kotrys on Informational Technology/Health Information Exchange (IT/HIE).

Ms. Talbot suggested that the March 4, 2020 VCHCGC meeting agenda include an update from the Marketing and Communications Department about a new campaign roll-out titled “Valley Well! Valle Salud!” She said it was important that the VCHCGC stay informed of new marketing campaigns associated with the FQHC Clinics.

Chairman Kotrys agreed and suggested that the presentation on IT/HIE be postponed in the interest of time.

NOTE: Ms. Benelli excused herself.

7. Executive Committee Members Closing Comments/Announcements

There were no closing comments or announcements.

8. Review Staff Assignments

Ms. Santos reviewed staff assignments and follow up requests.

Adjourn

MOTION: Mr. Jacobson moved to adjourn the February 13, 2020 Executive Committee meeting. Vice Chairman Winkle seconded.

VOTE: 4 Ayes: Chairman Kotrys, Vice Chairman Winkle, Mr. Cons, Mr. Jacobson
       0 Nays
       1 Absent: Ms. Benelli
Motion passed.

Meeting adjourned at 12:39 p.m.

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Cassandra Santos
Assistant Clerk
Valleywise Community Health Centers Governing Council

Executive Committee Meeting

March 20, 2020

Item 2.

New Member Recruitment Plan
# Membership Recruitment

**ACCOUNTABLE LEADER**  
Melissa Kotrys, Chair, Valleywise Health Community Health Centers Governing Council  

**LEADER**  
Barbara Harding  
CEO FQHC Clinics

**MEMBERS**  
- Melissa Kotrys  
- Terry Benelli  
- Pedro Cons  
- Ryan Winkle  
- Scott Jacobson  
- Barbara Harding

### CURRENT PROCESS
Design and implementation

### EXPECTED OUTCOME(S)/GOALS(S)
To recruit and maintain Governing Council members to ensure HRSA compliance.

### REGULATORY/ACCREDITATION/LICENSING STANDARD(S)
**HRSA Health Center Compliance Manual, Chapter 20: Board Composition**  
Authority  
*Section 330(k)(3)(H) of the PHS Act; and 42 CFR 51c.304 and 42 CFR 56.304*

### ACTION ITEM
**ACTION ITEM**  
**ACTION STEP/IMPLEMENTATION**  
**PROGRESS INDICATOR/OUTCOME**  
**RESPONSIBLE PERSON**  
**DUE DATE**  
**DATE COMPLETED**

| Recruitment Committee/Executive Committee | Determine methods to recruit.  
- How to locate potential "patient" candidates  
- Prioritize districts  
Determine necessary steps and partners | Plan developed. | Scott Jacobson  
Barbara Harding | 12/31/2019 | 9/27/2019 |

| Family Learning Center (FLC) Parent/Family Council | Obtain meeting dates  
Representative of the Governing Council attend meeting to listen and learn. | Scott attended the FLC Parent/Family Council meetings to speak to the parents.  
Although well received, the meetings did not net any candidates. | Scott Jacobson  
Barbara Harding | 12/31/2019 | 12/31/2019 |
<table>
<thead>
<tr>
<th>FQHC Managers to assist in recruitment of Governing Council members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attend the FQHC Manager meeting – Scott Jacobson. Discuss identification and referral of patients. Diversity recruitment: HIV AIDS Pop – Christie Blanda Asian, Pacific Islander – Wayne Johnson, Fernando Reyes Latino Pop – Sean Stallings Refugee Pop – Ruschelle Williams, Georgette Lindner, Jeanne Nizigiyimana Focus: District 1, 2, 3</td>
</tr>
<tr>
<td>Scott attended the FQHC Manager meeting to discuss the Governing Council to request their assistance in identifying candidates. The McDowell clinic was the only clinic who had 2 potential members, but their names were never forwarded.</td>
</tr>
<tr>
<td>Scott Jacobson Barbara Harding Jori Davis 12/31/2019 ONGOING</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recruitment methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach through: Social Media – repost recruitment info on Facebook PPT presentation to be redesigned and posted on the Valleywise Health Web page. Recruitment table set up at Valleywise Health Comprehensive Health Center-Phoenix, accompanied with recruitment video and tchotchkes. Barbara to join Scott in speaking to students at ASU Reach out to known Latino scholarship students and students at Benedictine University in Mesa Barbara to draft a letter for Pedro and Terry to communicate recruitment efforts</td>
</tr>
<tr>
<td>Last FB posting for the GC was posted 3/12/2018. PPT redesign to be completed by marketing.</td>
</tr>
<tr>
<td>Barbara Harding Lauren Vargas Ongoing</td>
</tr>
</tbody>
</table>

**MEASURE OF IMPROVEMENT**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Pre &amp; Post Measurement of Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 – 4 new members will be recruited who are patients of the clinic, representative of the diversity and the Districts in need.</td>
<td>Report of current distribution of Governing Council before and after recruitment.</td>
</tr>
</tbody>
</table>

**ADDITIONAL FOLLOW UP/RECOMMENDATIONS**
Valleywise Community Health Centers Governing Council

Executive Committee Meeting

March 20, 2020

Item 2.

Recruitment Log
<table>
<thead>
<tr>
<th>Applicant</th>
<th>Referral</th>
<th>Application emailed</th>
<th>Follow up call/email</th>
<th>Application re-sent</th>
<th>Application received</th>
<th>Current user</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>a0025 Yeon Hee Park</td>
<td>SM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12/12/2019 Received contact information. Contacted via email and sent PPT for review. Scheduled visit 12/26. 12/26/2019 Met. Reviewed purpose and time commitment. Unable to attend meetings due to business work hours. No application to be submitted.</td>
</tr>
<tr>
<td>a0026 Maily Duong</td>
<td>GC</td>
<td></td>
<td></td>
<td></td>
<td>3/9/2020</td>
<td></td>
<td>02/04/2020 Received introduction email for GC member to applicant and GC Chair. 02/05/2020 Initiated contact via phone. Message left. 02/24/2020 Email sent. VM full and unable to leave a message. 02/25/20 Spoke on phone, interest in attending the GC meeting 3/4/20. 2/28 Meeting invite sent 3/4/20 Received text. Unable to attend GC mtg due to work. Will try for April. 3/9/20 Application packet sent.</td>
</tr>
<tr>
<td>a0027 J. Martin Jones (&quot;J&quot;)</td>
<td>SM</td>
<td></td>
<td></td>
<td></td>
<td>3/10/2020</td>
<td></td>
<td>2/21/2020 Received name of potential candidate by email. 2/24/2020 Initial phone call and email sent. 2/25/2020 Phone interview completed. 3/10/2020 Application packet sent.</td>
</tr>
<tr>
<td>a0028 Nina Jelani</td>
<td>GC</td>
<td></td>
<td></td>
<td></td>
<td>3/9/2020</td>
<td></td>
<td>2/25/20 Email of introduction and GC Recruitment presentation attached. 2/28/20 Email to schedule phone interview 3/2/20 Phone interview scheduled. 3/2/20 Telephone call completed. 3/9/20 Application packet sent via email</td>
</tr>
</tbody>
</table>

**Legend:**
- GC: Governing Council
- SM: Staff member or employee
- CM: FQHC Clinic Manager
- P: Provider
- S: Self

**Recruitment Strategies:**
Facebook post in English and Spanish
Flyers in English and Spanish sent to FHCs to be handed out to those interested in serving
<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
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<tr>
<td>Follow up phone calls/emails made</td>
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<td>9</td>
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Vallewise Community Health Centers Governing Council

Executive Committee Meeting

March 20, 2020

Item 3.

VCHCGC Composition
## Governing Council Composition

<table>
<thead>
<tr>
<th>Board Member</th>
<th>Consumer</th>
<th>Date of Last Visit</th>
<th>Race</th>
<th>Ethnicity</th>
<th>Gender</th>
<th>Area of Expertise</th>
<th>Committee Assignment</th>
<th>Years of Service</th>
<th>District</th>
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<tbody>
<tr>
<td>Michelle Barker</td>
<td>N</td>
<td>N/A</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Healthcare, Business</td>
<td>CQC</td>
<td>2019, 2021, 2024, 2027</td>
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<tr>
<td>Theresa Ann Benelli</td>
<td>N</td>
<td>N/A</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Finance</td>
<td>EC, FC</td>
<td>2016, 2019, 2022, 2025</td>
<td>2</td>
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<tr>
<td>Pedro Cons III</td>
<td>Y</td>
<td>Jul-18</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Healthcare, Business</td>
<td>EC, FC</td>
<td>2018, 2020, 2023, 2026</td>
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<tr>
<td>Christine Ann Hammond</td>
<td>N</td>
<td>N/A</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Education</td>
<td>CQC</td>
<td>2011, 2014, 2017, 2020</td>
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<tr>
<td>Scott Allan Jacobson</td>
<td>Y</td>
<td>Jan-19</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Community Affairs, Education</td>
<td>EC, SPO</td>
<td>2016, 2019, 2022, 2026</td>
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<tr>
<td>Daniel Messick</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>Finance, Business</td>
<td>CQC</td>
<td>2016, 2019, 2021, 2024</td>
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<tr>
<td>Isaac Serna</td>
<td>N</td>
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<td>X</td>
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<td>Community Affairs, Education</td>
<td>FC</td>
<td>2016, 2021, 2024, 2027</td>
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<tr>
<td>Ryan Winkle</td>
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<td>Sep-18</td>
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<td>Community Affairs, Government</td>
<td>EC, FC</td>
<td>2016, 2018, 2021, 2024</td>
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<table>
<thead>
<tr>
<th>Race</th>
<th>Ethnicity</th>
<th>Gender</th>
<th>Years of Service</th>
<th>District</th>
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<tr>
<td>11</td>
<td>6</td>
<td>54%</td>
<td></td>
<td>18% District 1</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td>18% District 2</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td>18% District 3</td>
</tr>
<tr>
<td>4</td>
<td></td>
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<td></td>
<td>18% District 4</td>
</tr>
<tr>
<td>3</td>
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<td>27% District 5</td>
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Executive Committee - EC: Benelli, Cons, Jacobson, Kotrys, Winkle
Finance Committee - FC: Benelli, Cons, Kotrys, Serna, Winkle
Compliance & Quality Committee - CQC: Barker, Hammond, Messick
Strategic Planning & Outreach Committee - SPO: Jacobson, Larios, McCarty

- Trade Unions
- Labor Relations
- Legal
- Social Services

## Race Composition
- 11 Asians
- 6 Non-Hispanic or Latino
- 4 Hispanics or Latinos
- 0 American Indians/Alaska Natives
- 0 Black/African Americans
- 0 Other Pacific Islanders
- 0 Native Hawaiians
- 0 More than one race
- 46% Female
- 54% Male
- 72% Non-Hispanic or Latino
- 27% Hispanic or Latino
- 82% White
- 18% More than one race
## Demographic Characteristics of Valleywise Community Health Centers Governing Council Members

<table>
<thead>
<tr>
<th>Numbers of Members</th>
<th>Consumers</th>
<th>Race</th>
<th>Ethnicity</th>
<th>Gender</th>
<th>Areas of Expertise</th>
<th>District</th>
<th>Income HC Industry</th>
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</thead>
<tbody>
<tr>
<td>11 Members</td>
<td>54%</td>
<td>0% Asian</td>
<td>72% Non-Hispanic or Latino</td>
<td>46%</td>
<td>Healthcare</td>
<td>18%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Consumers</td>
<td>0% Native Hawaiian</td>
<td>27% Hispanic or Latino</td>
<td>Female</td>
<td>Finance</td>
<td>District 1</td>
<td></td>
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<tr>
<td></td>
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<td>0% Other Pacific Islander</td>
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<td></td>
<td>Community Affairs</td>
<td>District 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td>Education</td>
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<td></td>
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<td>0% American Indian/Alaska Native</td>
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<tr>
<td></td>
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<td>82% White</td>
<td></td>
<td></td>
<td>Government</td>
<td>District 5</td>
<td></td>
</tr>
<tr>
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<td>18% More than one race</td>
<td></td>
<td></td>
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<tr>
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<td>Trade Unions</td>
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<td>Legal</td>
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</table>

## Demographic Characteristics of FQHC Look-Alike Clinic Patients*

<table>
<thead>
<tr>
<th>Total patients</th>
<th>Race</th>
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<th>Gender</th>
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</thead>
<tbody>
<tr>
<td>89,727</td>
<td>2% Asian</td>
<td>39% Non-Hispanic or Latino</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>&lt;1% Native Hawaiian</td>
<td>61% Hispanic or Latino</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&lt;1% Other Pacific Islander</td>
<td></td>
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<tr>
<td></td>
<td>13% Black/African American</td>
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</tr>
<tr>
<td></td>
<td>1% American Indian/Alaska Native</td>
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</tr>
<tr>
<td></td>
<td>77% White</td>
<td>58% Female</td>
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</tr>
<tr>
<td></td>
<td>&lt;1% More than one race</td>
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</tr>
</tbody>
</table>

* Data source: MIHS UDS Report Submitted to HRSA Mar 2019
Valleywise Community Health Centers Governing Council

Executive Committee Meeting

March 20, 2020

Item 4.a.

Attendance Logs
## Valleywise Community Health Centers Governing Council Attendance

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Barker, Michelle</td>
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<td>Cons, Pedro</td>
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<td>Kotrys, Melissa</td>
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<td>Serna, Isaac</td>
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<td>Winkle Ryan</td>
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</tbody>
</table>

### Legend

- * = Participated Telephonically
- E = Excused by vote
- P = Present
- A = Absent
- Grey background = Meeting Canceled
- Light grey background = Not a member of council during this time
## Valleywise Community Health Centers Governing Council: Committee Attendance

### Executive

<table>
<thead>
<tr>
<th>Date</th>
<th>3/14/19</th>
<th>4/11/19</th>
<th>5/6/19</th>
<th>6/13/19</th>
<th>7/11/19</th>
<th>8/8/19</th>
<th>9/12/19</th>
<th>10/10/19</th>
<th>11/14/19</th>
<th>12/12/19</th>
<th>1/9/20</th>
<th>1/30/20</th>
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</thead>
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<td>Terry Benelli</td>
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<tr>
<td>Pedro Cons</td>
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</tr>
<tr>
<td>Ryan Winkle</td>
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### Finance Committee

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### Compliance & Quality

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### Strategic Planning & Outreach

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### Legend

- **P** = Participated Telephonically
- **E** = Excused by vote
- **P** = Present
- **A** = Absent
- **Meeting Canceled**
- **Not a member of committee during this time**
- **Decision made to meet monthly instead of quarterly**
Member Attendance- Terry Benelli
I was unable to attend the 1/30/2020 Exec session meeting as I was on business travel. This meeting was not held at the usual time and conflicted with my work duties. I am requesting an excused absence for this meeting.

Thank you

Terry
Valleywise Community Health Centers Governing Council

Executive Committee Meeting

March 20, 2020

Item 5.

FQHC Clinics CEO Report (No Handout)
Valleywise Community Health Centers Governing Council

Executive Committee Meeting

March 20, 2020

Item 6.

Closing Comments
(No Handout)
Valleywise Community Health Centers Governing Council

Executive Committee Meeting

March 20, 2020

Item 7.

Staff Assignments (No Handout)