

8-16-22 CFDMC Board Minutes

Board Members Participating: Michael Adams, Eric Alberts, Sheri Blanton, Lynne Drawdy, Dr. Vincent Hsu, Georganna Kirk, Chris Kammel, Aaron Kissler, Reggie Kornegay, Dr. Peter Pappas, Ken Peach, Christina Proulx, Aaron Rhodes, Susan Saleeb, Clint Sperber, Lynda D.W.G. Mason

Others Participating: Beverly Cook, Matt Meyers

Call to Order, Welcome, Roll Call & Introduction of Michael Adams: Eric Alberts welcomed all and called meeting to order at 4 pm. Roll was called and a quorum was reached. Eric welcomed Michael Adams to the Board. Michael is a licensed nursing home administrator in Brevard County and has experience in evacuating facilities several times. Michael stated that he is happy to serve.

Approval of June 2022 Board Minutes: Eric advised the minutes were previously distributed. Ken Peach moved to approve the minutes as submitted; Reggie Kornegay seconded the motion. There was no discussion or opposition, and the motion carried.

Approval of June 2022 Treasurer's Report: Lynda D. W. G. Mason stated that the June treasurer's report was previously distributed. She said all is in order and we are in good shape. There is no July report yet, but it will be ready for the next meeting. She has reviewed and approved the report. Eric confirmed what they are approving is the June report, not July. Aaron Rhodes made a motion to approve the June report; Reggie seconded the motion. There was no further discussion or opposition and the motion carried.

Executive Committee Update: Eric said the August 1 meeting discussions included approving the previous minutes, an update to the 2022-23 scorecard, and several topics that are on today's agenda. The next meeting is September 19 at 4:00 pm.

Old Business:

Contract Update: Lynne reported we received the final payment from previous contract, and we have executed the new contract.

Surplus: Lynda said the Coalition has a surplus of approximately \$356,000; however, our bylaws require we keep at least six months operating capital or approximately \$100,000 in reserve. This means the Coalition has approximately \$256,000 in unrestricted funds. Most of this surplus came from savings from the 2014 – 2017 contracts; some is from interest and donations. Lynda noted that the regional medical assistance team has \$204,000 that they earned during the IMT deployment to the state; this money is used to fund things the grant can't cover, such as vehicle expenses including insurance and repairs. Lynda advised that the surplus funding is protected by FDIC insurance and there is no downside to having this surplus. Lynne advised that other coalitions do not have a reserve and she heard that several coalitions had to delay payroll over the past month until the final state check was received. This surplus could help to sustain coalition activities in the loss of federal funding. The Board members discussed and agreed to leave the surplus. If a need arises that cannot be met by state funding, the Board can decide to utilize this funding.

Traffic Light Update: Reggie advised we are on track with all contract requirements and went over the items due in the next 30-60 days. Ken asked if it possible to sort the report by due date so that the Board could quickly see what is

coming up next. Reggie agreed. Lynne stated that she can sort the first page traffic light report by due date but would prefer to keep the project report in its current state as it makes it easier to translate this into the state quarterly report.

Board Engagement: Eric advised the updated report was sent out with the calendar notice. He reported that one Board member was consistently not meeting attendance requirements outlined in the governance policies. Both Eric and Lynne reached out to this Board member; he did not respond and has now been removed from the Board. Eric stated this leaves a Board vacancy. Lynne advised that we have a new contract deliverable regarding addressing the needs of vulnerable populations and she will bring recommendations for someone who can assist with this. Clint suggested reaching out to Dr. Karch, the new county health officer as he may have recommendations. Clint stated that he met Dr. Karch at the recent county health officers meeting and he is interested in the Coalition.

Proclamation for National Preparedness Month: Clint said September is National Preparedness Month and a proclamation was drafted by Lynne that went out to all County EMs. He said Alan Harris has invited Coalition to attend the proclamation presentation in Seminole County.

Marketing Proposal: Eric said there was discussion at the Board retreat in May regarding utilizing social media to increase awareness of the Coalition. The Board approved a \$5,000 marketing budget for this year, and Ken introduced a marketing company that he has used, IDX. IDX made a proposal for a two-month campaign, focusing on Facebook and LinkedIn ads. These ads will target healthcare and executives and will provide data on reach. Lynne stated that an unspoken benefit is that this will teach us how to better utilize social media. Ken stated that IDX has worked with One Blood for several years and he has also used them for a vaccine hesitancy campaign. Because he recommended IDX, Ken stated that he would recuse himself from voting on this issue. Sherry asked about utilizing Facebook and Lynne advised that IDX provided data that showed that Facebook and LinkedIn were the two primary social media vehicles for our target audience. Dr. Hsu agreed and stated that young people don't use Facebook, but professionals use both. Sheri said that she supports trying this approach. Dr. Hsu asked if we obtained any other proposals and Lynne stated that this is the only company we reached out to, based on Ken's recommendation. She stated that about one-third of the cost is ad fees. Reggie moved to approve the pilot as submitted in the proposal, and Dr. Hsu seconded the motion. There was no further discussion or opposition and the motion carried. Ken noted that he abstained from voting to avoid a conflict of interest.

New Business:

September Coalition Meeting Agenda: Eric advised the draft agenda was attached to the calendar invite. The meeting is scheduled September 15 from 9 am to noon and will be virtual. Reggie will lead the meeting as Eric will be unavailable. Clint stated that he is glad that we are having a presentation by the Board of Nursing on recruitment/retention. Lynne advised that the Board of Nursing has not responded to our requests. We also reached out to a healthcare organization who is best in class in employee retention, but they have also not responded. If we cannot confirm a speaker, we will include a panel of nursing directors from within the region to discuss challenges and strategies. Ken advised that he has a contact at UCF who completed a nurse shortage plan in 2015 and has since updated this. Lynne will follow-up with Ken to reach out to this contact. Eric asked that we include information on the marketing campaign and National Preparedness Month and Lynne agreed this will be included in the coalition updates.

Board Report-outs by Discipline:

Eric stated that Orlando Health is watching Monkeypox, the tropics, and staffing continues to be a big issue. He stated there has been an increase in violence, including a recent shooting in Orlando with six victims. They are also concerned with climate change and the impact on the health system, including temperature increases and flooding.

Michael stated that nursing homes are still dealing with COVID. He stated that testing supplies such as re-agents are sometimes not readily available. The facilities on the coast are also watching the tropics.

Sheri advised that they are one signature away from having a Memorandum of Agreement among the region's medical examiners. Lynne advised that this is a major accomplishment and applauded Sheri for her leadership. The Board congratulated Sheri.

Dr. Hsu stated that AdventHealth is seeing the same issues as other hospitals. He stated that emerging infectious diseases are on the rise, including a new virus in China. He stated that it is important that we keep the hospitals prepared and identify the common preparedness issues among these, such as PPE, communication with public health, etc.

Chief Kammel stated that he has no updates.

Georgianne Kirk stated that the federally qualified healthcare centers are continuing to provide COVID vaccines and are targeting the six months to 4-year-old age group.

Susan Saleeb stated that she has no updates.

Clint Sperber stated that public health is working with hospitals and other medical providers to educate and share information on Monkeypox. He stated that Dr. Cho, the Pinellas Health Officer, was recently named as the DOH Medical Director. Dr. Cho is an infectious disease provider. There are currently 1,250 cases of Monkeypox in Florida, including all nine counties in the region. He stated that 99% of these are MSM (males having sex with males) population, with just a few infants. He stated that we are in Phase 3, and the priority is vaccinating high-risk individuals. Treatment is also available. Dr. Hsu said it is important that we remember the lessons we learned in COVID. Clint stated that he will share Dr. Hsu's contact information with Dr. Cho. Aaron Kissler stated that he had no additional updates.

Reggie stated that he has no major updates. He stated that he has returned to a position that covers the entire region; this will hopefully not impact the Coalition.

Ken advised that he will be attending the upcoming Florida Healthcare Alliance meeting and will provide updates from that meeting.

Christina Proulx stated that it is a good point to make sure that lessons learned from COVID are applied to Monkeypox. Cleveland Clinic is working on an active shooter exercise and will be joining in other exercises.

Chief Rhodes stated that we are gaining traction in a lot of coalition projects, such as ensuring that hazmat and other alerts are sent out. He stated that there is a need for incident command training for fire/EMS and law enforcement. Lynne advised that the Coalition has funding for this and asked that he share the needs. He stated that the state grant season is in full swing. The ambu-bus project is underway, and they are working through issues such as cost increases and buildout time.

Lynne reported that the region now has over 3,000 Juvare users. Manny Soto worked with the Coalition to get Orlando Police Department on board so that they can send out BOLOs and alerts.

Lynda advised that St. Pete College is providing an advanced behavioral health course on September 30th at the Seminole EOC. She recently attended an excellent virtual training on trauma and the brain, and she emphasized that it is

important to remember that trauma impacts not just the body, but also the mind and spirit. She stated that additional behavioral health trainings are becoming available.

Open Forum: No issue was raised.

Next Meeting: October 18, 2022

Adjournment: Eric thanked Board members for their participation. The meeting adjourned at 4:58 p.m.