



#HealthierMO

Transforming the Future of Public Health in Missouri

Steering Committee Meeting February 7, 2018

Those in attendance were: Robert Niezgoda, Bert Malone, Dalen Duitsman, Diane Weber, Susan Thomas, Martha Smith, Jo Anderson, Janet Canavese, Audrey Gough, Eric Armbrecht, Casey Parnell, Jaci McReynolds and Sandra Boeckman.

MINUTES: Bert Malone made a motion and Dennis Diehl seconded to approve the Minutes of January 31, 2018. On a vote the minutes were approved.

FACILITATOR:

Eric Armbrecht discussed the structure process of the Advisory Council and the Executive Committee. The Advisory Council will have 24 to 30 people and will meet twice in the coming months; and, the Executive Committee will have 7 to 10 people. Eric announced that he would take on explaining the activities process to participants at the convening session to try to guarantee that there will be more participation from audience members. The interactive activities were marked on the revised agenda as well as self-contemplative activities.

He thinks that the MPHA executive director or the MPHA president should make the invitation letter to Advisory Council members. The Executive Committee may contain approximately four members from the Steering Committee, four from the Advisory Council and two from MPHA Board. The Advisory Council could recommend six or seven from the Council for the Executive Committee. There will be open nominations at the Convening Session for the Advisory Council and the Steering Committee will make those appointments in March. Having a short term for the Advisory Council will help to recruit members. Steering Committee could oversee grant deliverables and support for contractors or Steering Committee could blend into the Executive Committee as the project develops. It was the consensus to wait and see what develops at the Convening Session.

Eric will continue this discussion over emails to make final decisions.

COMMUNICATIONS:

FaceBook Insights report: Jaci asked that everyone use the Adobe agree/remarks for the documents. She used FaceBook boost for an added \$20 to get more engagement and it worked very well reaching 445 people. It was agreed that the mid afternoon time slot did not work and evening were a better time to reach followers.

Comments from the E-updates are coming in well with useful comments – this was the email audience, not FaceBook audience.

Communications Metrics: Comments...no surprises very little change.



#HealthierMO

Transforming the Future of Public Health in Missouri

The information sheet “Show Me #HealthierMO Initiative Outcomes” was then discussed which had a quote from Linda Cooperstock. It was suggested to change the bullets to say the initiative in each quote instead of “it”. And “net” in Linda’s quote was changed to “network”.

FaceBook Post Schedule: There were several highlighted items for logging into. Highlight anonymous in the survey and add takeaways from meeting on February 8 as well.

Documents:

Agenda for Convening Session – it was suggested that Eric’s name and credentials be added to the agenda.

Two sample email invitations were reviewed for follow-up to the list of potential stakeholders that have not responded. There was discussion about the embedded information on the emails and the other states information and including the funding with this email. Jaci will work on this and send back to the Committee.

Sixty-five from the top 100 have not responded to invitation. Jaci will send spread sheet on who has and has not responded so the Steering Committee can make additional contacts. It was also noted to say in the email that “we have not heard from you” – that they are important to the process and encourage them further to attend.

There being no further business, the meeting was adjourned.

Dates for upcoming conference calls:

February 14, 21, and 28 – Steering Committee Conference Call – 3:30 p.m.

March 1 -- Stakeholders Meeting, Courtyard by Marriott, 3301 LeMone Industrial Blvd.,
Columbia, MO