

**Notes from the Board of Directors Meeting of February 3, 2016**

Call to Order

The meeting was called to order by President Beth Schuster at 2:30p.m.

Roll Call

The following members were present at Roll Call: Kary Jablonka, Nancy Watrous, Jim Campion, Chelly Hegan, Art Koweek, Robin Andrews, Kevin McDonald, Art Proper, Tina Sharpe, Ken Stall, Scott Thomas, Jeff Rovitz, Linda Tripp, and Jack Mabb

The following members were absent at Roll Call: Lisa Evans, Theresa Lux, John Thompson, Michael Cole, Tina Sharpe, PJ Keeler, Tam Mustapha, and Leitha Pierro

Staff members Aleshia Boyle and Lisa Thomas were also present.

Approval of Board Meeting Minutes

**Be it RESOLVED, the Board of Directors accept the minutes/action of the Board of Directors meeting of December 2, 2015.**

**Motion made by Chelly Hegan, seconded by Linda Tripp and unanimously approved.**

Election of Jack Mabb to fill the seat vacated by Angella Timothy

**Be it RESOLVED, the Board of Directors elect Jack Mabb, Interim Director of the Columbia County Department of Health, to represent that agency for the remainder of the term ending in April 2017.**

**Motion made by Jeff Rovitz, seconded by Kary Jablonka and unanimously approved.**

*Tina Sharpe, John Thompson, and Michael Cole arrived at 2:37 p.m.*

Communications/Board Discussion

1. Following up on recommendations from the Board Retreat

Board members discussed the suggestions from the Board Retreat at length. To date, name tents have been created, and the Agenda has been revised to clearly indicate action items. Members agreed that everyone has a responsibility to ensure that discussions don’t become too granular. Robin Andrews reported that the Bylaws/Membership/Nominating Committee met on January 11th. During this meeting, the Committee discussed the creation of a Governance Committee, as recommended at the Board Retreat. The functions of a Governance Committee typically include those performed by the current Bylaws/Membership/Nominating Committee, as well as other functions outside its purview. The Bylaws/Membership/Nominating Committee proposes to slightly expand its scope of work to become a Governance Committee. Once this change is affected, that committee would then be responsible for pursuing a number of the suggestions from the Board retreat and would focus on things such as:

* The composition of the Board and its need for education
* Performing an inventory of current members’ talents, skills, professions, experience, passions, connections to the community, and contact to policy makers
* Ramping up the onboarding process for new Board members
* Setting ground rules for meetings
* The structure of the Board

The response to this proposal was generally favorable. The Board agreed to make a formal resolution to affect the change at a later date, when it can be accompanied by a resolution to change the Bylaws.

Members agreed that Claire should identify topics that are relevant to the Consortium and on which members of the Board should receive education. It was also suggested that Claire coordinate an initial meeting date for the ad hoc Strategic Planning Committee consisting of Michael Cole, Kary Jablonka, and Chelly Hegan.

*Theresa Lux and Sarah Sterling entered at 3:02 p.m.*

Highlights from the Executive Director’s Report

In the Director’s absence, Aleshia Boyle called the Board’s attention to a few items from the ED’s written report. She noted that there is a regional DSRIP meeting for the purpose of engaging local providers and community-based organizations on Tuesday, February 9th from 1p.m. to 3p.m. in Room 612 of the Professional Academic Center at Columbia-Greene Community College. This will be an opportunity for healthcare providers, helping agencies, and residents of Columbia and Greene Counties to get an overview of DSRIP, learn about its implications, and ask questions.

Aleshia also reported that the Annual Dinner is set for April 6th at Club Helsinki. This year a Q&A session will be added to the program.

Finally, the annual audit is currently underway. Staff from Marvin and Company will be doing their field work at the Consortium next week.

Approval of the Committee Meeting Minutes

**Be it RESOLVED, the Board of Directors accept the minutes of the Executive Committee meeting of 12-16-2015; the Corporate Compliance Committee meeting of 12-16-2015; the Bylaws/Membership/Nominating Committee meeting of 1-11-2016; and the joint Executive Committee and Budget and Finance Committee meeting of 1-27-2016.**

**Motion made by Art Proper, seconded by Scott Thomas and unanimously approved.**

Governance Calendar Check

A review of the Governance Calendar reveals that the Board has been timely in most matters, although Aleshia stated that she does not think Claire has signed an annual employment contract as yet. Beth indicated that the contract is prepared and just needs to be signed. Additionally, Aleshia stated that she does not think Claire has received the revised Executive Director Evaluation Tool or Job Description from the ad hoc committee formed to revise them.

Corporate Compliance Training

1. Guidance on completing the Disclosure of Financial Interests Form

Robin Andrews presented the Board with the updated Disclosure of Financial Interests Form and guided members on how to complete it. Although some members handed in their completed form, others requested Aleshia to send the form by email.

*Lisa Thomas exited at 3:25 p.m.*

Monthly Information Item

1. Presentation from the Tobacco Free Action Program

Karen dePeyster, Lisa Heintz, and Michelle Kline from the Tobacco Free Action Program presented to the Board. Details of their presentation are included as an Addendum to these minutes.

*Beth Schuster exited at 3:40 p.m.*

*Linda Tripp exited at 3:50 p.m.*

Meeting Review

Members agree that presentations from each program of the agency are helpful, and would like to continue having them on the Agenda at Board meetings.

Adjournment

**Motion made by Jim Campion, seconded by Robin Andrews and unanimously approved.**

The meeting adjourned at 4:00 p.m.

**Respectfully submitted,**

**Linda Tripp, Board Secretary**

ADDENDUM

Presentation of the Tobacco Free Action Program to the Board of Directors:

After introductions, Program Director Karen dePeyster stated that the Tobacco-Free Action of Columbia and Greene Counties Program advocates for policy change that reduces exposure to secondhand smoke, makes tobacco products less visible and accessible, and makes tobacco use more expensive, less convenient and less socially acceptable.

Karen reported that policy change takes time and effort. For example, in 2011, the Program reached out to three ski areas, where their first response was negative and unopen to the idea of implementing a tobacco policy. The Program waited, and in 2013, they attended a Business Expo where all three ski resorts were present.

Lisa and Karen spoke with staff from each resort in person where their responses reflected a willingness to listen and connect them with the right people. The change in attitude stems from a change in social norms over time. Many recreation areas like parks, playgrounds, and beaches had implemented tobacco-free policies, including the State Parks system. People had begun to expect smoke-free outdoor spaces, and the trend started to become important to resorts promoting themselves as “family friendly”.

Next, Karen and Lisa followed up with a personalized email expressing interest in touring each facility, and included a “Save the Date” for a November Business Forum. Representatives from Hunter Mountain met with Karen and Lisa where they stated that March would be the best time to hold a Forum and offered to have them hold it there on the mountain.

To prepare, Karen and Lisa researched existing policies at some Colorado and Maine Ski Resorts. They contacted their counterparts in Massachusetts and Vermont, where the Rutland Prevention Coalition in Vermont connected them with Chris Coughlin at Killington Ski Resort. Chris accepted an invitation to attend the Business Forum where he presented on the resort’s decision to implement tobacco policies, how it was done, and how it’s been received by staff and guests.

As Lisa and Karen received no response from Catamount Ski Resort to the invitation or repeated calls and emails, they reached out to their contacts asking for help, where, after some persuasion, Catamount agreed to send their new HR Director to the event.

The Business Forum was a success! Everyone attended, and Chris had a PowerPoint Presentation that detailed the whole process of implementing a policy at Killington Ski Resort. He shared all of his materials, emphasizing that the message needed to be positive.

Finally, Catamount made the decision in May 2014 to go ahead with planning and implementing a policy by opening day. The policy went into effect in November. There are two designated areas; one for staff and one for guests, while the rest of the mountain is smoke-free.

In 2015, the Tobacco Program honored Catamount with the “You Make a Difference” award at their annual Partners in Prevention Breakfast, as they became the first ski area in New York and Massachusetts to have a comprehensive smoking restriction policy.

Next, Karen introduced Lisa and Michelle. Michelle stated that she is the Reality Check Program Coordinator, which is part of a statewide program for teens 13-18. Lisa stated that she is the Community Engagement Coordinator, and she advocates for policy change that limits the availability of tobacco products, demoralizes tobacco use, and reduces exposure to secondhand smoke.

Michelle reported that the Reality Check Program focuses on two initiatives: Point of Sale Tobacco Marketing, where they work on ways to make tobacco products less visible and accessible to youth, and Smoke Free Media, where they work to help get tobacco use out of youth rated movies.

Lisa explained that the two areas the program works on are Tobacco-Free Outdoor Air which they have been very successful. 95% of Columbia County’s parks have a tobacco-free policy or ordinance in place and about 75% in Greene. They also work with large employers, and most of the major employers have adopted a tobacco use policy. Lisa also proudly reported that Columbia-Greene Community College adopted a 100% tobacco-free campus on September 1st of last year.

The other area the program focuses on is Smoke-free Housing. All twenty affordable senior housing centers in both counties have adopted tobacco-free policies, and several large affordable mixed-use properties such as Hudson Terrace and Schuyler Court are 100% tobacco-free, including their grounds

Lisa and Michelle worked together on their tobacco marketing initiative this summer by travelling around both counties and observing tobacco retailer’s distance from schools. In their travels, they found that several districts don’t have any retailers within 1,500 feet from their property line.

Next, they decided to reach out to elected officials in the Hunter-Tannersville School District first since Michelle had already established a connection with youth there. Lisa sent a letter to the Mayor and Supervisor of Hunter, as well as the Mayor of Tannersville which explained that there is an opportunity to create a “tobacco-free zone” as there are no tobacco retailers within 1,000 feet of the schools. In the letter, she shared that the cities of Newburgh and Binghamton, along with the Counties of Ulster and Cayuga, have already adopted licensing laws restricting tobacco sales near schools. She ended by stating she would reach out to them in the future to talk with them one on one.

Moving on, Michelle reported that there is a free, smoke-free movie event for the community planned at the end of the month up in Tannersville. Students from Hunter-Tannersville will be running the event with her, and tabling at the entrance with two kinds of postcards.

One postcard is asking for a signature of support, thanking Disney for committing to keep smoking out of its youth rated movies. The other postcard gives some information about tobacco marketing and asks for a signature of support to keep tobacco retailers away from schools in the Hunter and Tannersville school district. This will show support from the community where they are hoping to get a policy passed.

Lisa and Michelle will send out special invitations to the local elected officials Lisa reached out to previously, with the hopes that they attend the event. After, Lisa and Michelle will work together to set up meetings with the three officials, possibly bringing youth as well, with the intent to work with them toward getting a local license to prohibit the sale of tobacco near school property.

Michelle, Lisa, and Karen thanked everyone for their time.

This concluded the presentation.