



STEERING COMMITTEE NOTES FOR JUNE 7, 2018

MEETING LOCATION

Beth Israel Deaconess Hospital, Funkhouser A Conference Room, Plymouth MA

MEETING ATTENDEES

STEERING COMMITTEE 6.7.18		
Kathleen	Considine	x
Marian	de la Cour	
Nancy	DeLuca	x
Maureen	Doherty	x
Tina	Dwyer	
George	Gorgizian	x
Elizabeth	Haughn	
Mike	Jackman	x
Siobhan	McKay	x
Jim	O'Neil	x
Maureen	O'Rourke-King	x
Deb	Schopperle	x
Susan	West	x
STAFF		
Kim	Allen	x

Mike Jackman, Chair, called the meeting to order at 1:07 PM

PREVIOUS MONTH'S MINUTES

- All in attendance voted unanimously to approve the May notes.

FINANCE COMMITTEE

- George shared Finance Report for month of May. We are not due for another DoN payment until 2019.
- Cash available: \$477,887.68
- BH grant is due in September and will help spend some of our available money.
- Maureen K. suggested looking into a Constant Contact account for meeting RSVPS, events, Health Literacy components, etc. Estimated fee is around \$50/month. Could also budget some money for Facebook ads/boosting of posts.
- SSCPP has a Survey Monkey paid membership.
- All in attendance voted to unanimously approve finance report.



TECHNOLOGY- WEBSITE AND FACEBOOK

- Kim shared an update. Currently have 137 “likes” on Facebook.
- Discussed idea of posting more videos on our Facebook page. Folks are more likely to watch videos if words are added so they can watch without audio. Perhaps we could make a short health literacy video with eye-catching graphics for social media.
- If we look into paid FB posts, our traffic will be increased. Can customize what geographic areas will see our posts.
- Shared a website Google Analytics comparison report for April and May. Most data points showed an increase in traffic to our website in May. Total users visiting site in May: 167. 148 of these users were new.

HEALTH LITERACY

HL Coordinator

- Interviewed two candidates. Mike shared resume of Bethany Bergin with steering committee.
- References spoke highly of Bethany. She has an MPH and is articulate and outgoing. Are ready to offer the position and send her MOU to sign. MOU is for a max of 25 hours/week at \$25/hr.
- Want to have her come in and really break down the HL initiative and its nine goals (i.e. what are the next steps with the video we created?)
- Mike has ESL text book for things such as navigating doctor appointments, etc. Will share with Bethany. Could use books to interest local libraries. Jim suggested idea of Plymouth librarian Tom C. joining our steering committee.
- MOU for HL coordinator does include working with committee and with Kim to develop a social media/branding campaign. Could task Bethany with researching Constant Contact, paid FB posts, doing more with our Survey Monkey account, etc. Maybe we could have a general meeting in future on data collection and sharing our Survey Monkey account with our members.
- Mike to send MOU to Bethany and make offer.

Awards Breakfast

- Plan to hold event again in 2019.
- Questions: Do we ask for new nominees? Do we make a rule that past nominees can't be nominated again? HL committee would like to highlight new programs. No official policy on last year's nominees set. In future years, may receive more and more nominees and not be able to honor each one that comes in. Will talk about next year's event at summer retreat.

GRANTS

- Next mini grant deadline is July 15th.
- Deb and Maureen D. both heard from new applicants interested in applying.
- Health Compass grant is no more. Contract ends in August. Kim has removed the grant application from our website.
- Will vote on South Shore Conservatory/ New Heights grant request after June general meeting (where they will be presenting outcomes of previously funded grant).

INTERCHNA

Serving the communities of Carver, Duxbury, Halifax, Hanover, Hanson, Kingston, Marshfield, Pembroke, Plymouth, Plympton, Rockland

- Tina not in attendance. No report.

GENERAL MEETING PLANS

- June – Annual Meeting. Rep. Josh Cutler is confirmed to present. Mini grant presentation on New Heights program. Idea shared: Malissa Kenney would be a great addition to our steering committee.
- Summer planning meeting: Will have Bethany be part of meeting - introduce her, talk about our HL plan, give her feedback on what we are thinking for next steps.
- Last year we held retreat at John Carver Inn from 9:00AM – 2:00PM. Deb can book the space again this year. First preferred date is Friday, August 10th. Back up dates: August 30th or August 29th.

Future Meetings

- Will focus on transportation in September.
- Other ideas: Data meeting with Survey Monkey; October is HL month.
- Kim to bring dates of upcoming steering and general meetings to our retreat.

OLD BUSINESS

- Transportation Roundtable: Kathleen and Mike have attended a few meetings and provided an update.
- Demo of how collaboration will work: Council on Aging (example agency) dedicates funds to transportation collaborative. South Shore Community Action Council is the fiscal agent and GATRA is a partner. They contract with Uber/Lyft so COA can arrange a ride for the senior (individual himself does not call Uber). The participating agencies will be able to receive requests and then coordinate with Uber/Lyft to get rides.
- Question posed: What about someone who needs a ride that is not affiliated with an agency? Still working on this- currently these people need to connect with agency first.
- GATRA will subsidize 50%. Based on a pilot in Taunton/Attleboro area.
- Greater Plymouth is the ride service area. Neither Uber nor Lyft currently have a lot of drivers in this area - so they will help recruit more. Will be safer for folks.
- Do need a smart phone to participate. This will be a pilot for about a year.
- Have another collaborative meeting in June. There are a lot of unanswered questions.
- SSCPP committed to the match- unrestricted at \$5,000.
- Steering committee consensus moving forward: when asked, we will provide the check for the \$5,000.

Opened floor for additional announcements/ new business.

Adjourned at 2:45pm.

Respectfully submitted by Kimberly Allen, SSCPP Coordinator