

Fairfield County ADAMH Board

Minutes of the October 25, 2005, Board meeting held at 6:30 p.m. at the Board office pursuant to notice mailed to all Board members.

There was no quorum present at 6:30 p.m. so Vice-Chairman Oehlers started with informational items.

John Snider swore in Danalee Ogg and Vice-Chairman Oehlers welcomed her to the Board.

Vice-Chairman Oehlers asked Board members to review information on the parity issue and asked that this be a first reading while more research is conducted. J. Thomas stated that there is a lot of concern about the cost of parity and the issue is probably dead. She added that the council (Ohio Council of Behavioral Health Providers) is opposed to it because of the alcohol and drug issue.

M. Reitano arrived at 6:45 p.m.

Vice-Chairman Oehlers called the meeting to order at 6:45 p.m. with a quorum being present.

ROLL CALL PRESENT

Dave Alexinas, John Murphy, David Oehlers, Danalee Ogg, Marian Reitano, Judy Thomas, Eric Walker, Bill Weimer, Jerry Woodgeard.

ABSENT

Ed Banville, Ph.D., Sheila Heath, Larry Miller, Ph.D., Carol Sullivan, Kevin West.

STAFF

Orman Hall, Don Mohler, Marcy Peebles-Fields, Nadine Carroll.

GUESTS

John Snider, Brad Hedges, Tony Motta.

Vice-Chairman Oehlers asked for any comments or questions from the audience.

Vice-Chairman Oehlers asked for any comments or corrections on the September minutes.

RESOLUTION NO. 10-25-05-1

Be it resolved upon motion by J. Woodgeard and second by D. Alexinas that the September Board minutes be approved. Motion was unanimously approved.

September Financials - Don Mohler presented the September financials. On the revenue summary page, the Board had a poor month for receipts. The Board received its second large levy amount (\$178,178.23) for the calendar year. On the expense summary page, the Board had the "usual" expenses with the exceptions: 1. Out Of County expenditures are higher than normal (\$90,291.62), 2. Capital Grant expenditures of \$30,535.19, 3. FY'05 Fairfield Medical Center observation beds

and ER doctors of \$44,425, 4. FY'05 Bad debt expense to Mid-Ohio Psychological Services of \$13,225.00. With a beginning balance of \$541,398.46, receipts of \$379,830.27, expenditures of \$727,331.19 leaving an ending cash balance of \$193,897.54. Don pointed out that the ending cash balance is lower than one month's expenses and explained that we are under budget on receipts. He added that we are also over budget on some expenses especially Medicaid for several agencies. He stated that budget corrections may be needed in January. Director Hall added that if this trend continues, cuts may need to be made in non-Medicaid funds.

RESOLUTION NO. 10-25-05-2

Be it resolved upon motion by D. Alexinas and second by E. Walker to approve the September financials. Motion was unanimously approved.

DIRECTOR'S REPORT

Director Hall updated board members on levy activities.

Yard signs – we ordered 1500 small signs and have approximately 70 left to get out. We have 100 large (4'x 4') signs and 50 either out or have approved sites. We need 50 more sites. He added that Pickerington has a prohibition on large signs but Violet Township does not. We need to have good coverage of small signs in Pickerington. M. Reitano offered to post yard signs at her home and her office.

Mail – We are doing two mailings to 20,000 households that are likely to be at the polls. The first mailer is a general information postcard and the second is an endorsement postcard. We are doing DDU. Don will be picking these up and delivering them to post offices. This will save about \$1,000 in postage and get us first class delivery.

Absentees- postcards are mailed every day to absentee voters.

Literature Drop – we are doing a lit drop starting this Saturday and will be in the office from 9-10 am with walking lists and door hangers available to anyone that can help. We need a lot of people out in green shirts doing this. You could pick up materials Friday afternoon if that works better than Saturday.

Polls – Director Hall said that we have done two polls with positive results.

Speaker's Bureau – 50 presentations have been done and many more are on the way. If anyone knows of any group that we could speak to, please let us know. Director Hall pointed out that Marian has played a major role in the Pickerington area in getting the message out to a lot of people and we have been getting positive responses. He added that the Pickerington Times-Sun gave us front page room and great articles so we had great coverage.

Media – Director Hall said that they had met with the Pickerington Times-Sun and they have already given us a very nice endorsement. We also have 14 letters to the editor, seven have already been in the Eagle Gazette. D. Alexinas asked about sending a letter to the physicians asking for their support. Marcy replied that letters had already been sent requesting their assistance with the campaign. Some responded, some did not.

Green ribbon campaign- Director Hall explained that Barb Freeman and Deblin Jennings from Pickerington came up with the green ribbon idea and ran with it. Old Towne Pickerington is covered in green ribbons. A press release is being prepared to highlight the green ribbon campaign.

Poll workers – we are arranging to have people in green t-shirts and holding a yard sign on a stick stand outside the highest turnout polling places during the three highest periods of the day. They are to stand 100 feet outside the polling place and just smile and maybe wave. They can answer questions if people ask but they are not to approach people. We want a very light touch with this. This has not been done in Fairfield County before so we anticipate some questions.

Radio/TV - we have 130 spots reserved on Time Warner Cable – we can't afford Insight and 80% of its market is outside of Fairfield County. We also have radio spots that will run on several area

radio stations. D. Ogg asked about ads in the advertiser. M. Reitano said that a lot of people in her area don't even get the advertiser.

Get Out The Vote/Transportation – Director Hall said that Patricia Waits is in charge of this and they have about six volunteers ready to drive anyone to the polls that need a ride. We need to get the word out that transportation is available.

J. Woodgeard asked if the absentee addresses were checked for the codes that show people voted in person at the Board of Elections. Nadine responded that this year the lists are being faxed and do not have a code on them showing that information. We did exclude those last year. However, we were told that those that already voted were not included on the lists we were receiving.

Director Hall talked about the tremendous support we have been getting from the agencies and a number of board members.

Vice-Chairman Oehlers thanked M. Reitano and B. Weimer and the others that were doing such good work in Pickerington.

Billboards – Director Hall discussed billboard cost. J. Woodgeard said that they usually cost \$600 for the board and \$200 for the poster. Director Hall agreed and said that Joe Ruscigno had negotiated for 10 billboards for multiple months to cover both the awareness campaign and the levy campaign. Marcy noted that the Winning Professionals brought a lot of campaign tactics that we had never attempted before – the whole Mental Health Matters campaign, the t-shirts, wristbands, bumper stickers, etc. Director Hall agreed but explained that he and Joe disagreed on several important planning and financial aspects of the campaign. In the final months of the campaign, staff decided to purchase printing and campaign related materials locally. D. Alexinas asked how fund raising went, Director Hall explained that there was one fund raising event held at the Lancaster Country Club, sponsored by Jim Fields and his partner, Trevor, of Fields & Innocenti that raised about \$5,000. This was substantially more than we have raised in previous campaigns but much lower than had been projected. Vice-Chairman Oehlers stated that if this campaign can get us over the 50% mark we needed it will be worth the extra money. Director Hall added that we are still executing Joe's plan – the poll workers, t-shirts, sign strategy, etc. His approach was especially good at creating community awareness. J. Woodgeard said that we are in a dire situation and although he didn't like the monthly consultation retainer, we needed to try something new and maybe this made us work harder.

E. Walker asked how this consultant was selected. Director Hall replied that it was through a recommendation of the Butler County Mental Health Board director. The Butler County Board director attributed a significant increase in voter support directly to the campaign designed and executed by the Winning Professionals. E. Walker stated that it is better to have several to choose from. Director Hall agreed but reminded the Board with the decision to be on the ballot in the spring we only had a 2-3 month window to prepare and execute a campaign. He further noted that after the safety levy was defeated the Board decided to do conduct an extended awareness campaign and prepared for a November replacement levy.

J. Woodgeard stated that Director Hall did a great job on his speaking engagements, there was no overkill. M. Reitano agreed that Orman, Nadine and staff have been doing an outstanding job. E. Walker asked about election night. Director Hall said that we would have a get together probably at Campus Cup around 8 p.m.

408 report – Marcy reported that we were a little over budget at 107 with it partly driven by a client at the state hospital. Admissions are down this month though.

July financials – Don had distributed and discussed these at the July board meeting but they couldn't be approved because of lack of a quorum.

RESOLUTION NO. 10-25-05-3

Be it resolved upon motion by D. Ogg and second by J. Woodgeard to approve the July financials. Motion was unanimously approved.

M. Reitano wondered how many people read their packet and if there was any way to save money on postage.

Director Hall said that historically the Board usually holds a combined November and December meeting in early December. J. Woodgeard suggested doing that on November 29th since it is the 5th Tuesday and more people will be likely to make it. There was consensus that this would work.

ADJOURNMENT

RESOLUTION NO. 10-25-05-4

Be it resolved, upon motion by J. Murphy and seconded by J. Woodgeard to adjourn the Board meeting. The motion was unanimously approved.

The Board meeting adjourned @ 8:05 p.m.

Chair

Secretary