

Measure A Oversight Committee Meeting Minutes – July 25, 2008 – 9-11:30am

Attendance:

Appointed members present:

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|-------------------------|------------------|
| 1. Ken Ballard | 6. Beth Pollard |
| 2. Kay Eisenhower | 7. Don Sheppard |
| 3. Jay Garfinkle, M.D. | 8. Ronald Tauber |
| 4. Arthur Geen | 9. Sal Tedesco |
| 5. Larry J. Platt, M.D. | |

Appointed members absent:

1. Louis Chicoine
2. Brad Cleveland
3. Neil Marks

Other attendees:

1. Suzanne Barba, Observer
2. Vana Chavez, Alameda County Health Care Services Agency
3. Bryan Kring, Kring Design Studio
4. Theresa Rude, Alameda County Administrator's Office
5. Joe Sadusky, Kring Design Studio

II. Review of Minutes

- The minutes were reviewed and corrected to show Ronald Tauber as absent on 6/27/08.

III. Review of Materials

- The Measure A revenues received to date were reviewed and it reflected a \$311,782 increase in revenues (Non-ACMC) as compared to the same time period in FY 06/07. There is general consensus that with this modest increase plus interest earned, the COLAs that were granted by the Board of Supervisors will be fully funded without needing to dip into the reserve.

IV. Announcements

- Vana Chavez announced that Jennifer Chan, Measure A Financial Manager, will be returning from maternity leave the week of September 1st or 9th and will be working 3 days per week.

V. Final Report Distribution

- The final report was distributed and it was noted that there is an incorrect reference to FY 07/08 instead of FY 06/07 on pages, 15, 21 and 36. The committee approved the insertion of an errata page to reflect these corrections. All future printings of the report will be corrected. Additionally, the report on the web page has been corrected. The committee recommended that the report be posted to the web page and also to distribute the report to the Board of Supervisors now. Theresa Rude of the CAOs office delivered the reports to the BOS. It was requested that the Committee review the report thoroughly one more time and report any additional corrections to Kring Design and HCSA will be responsible to update the web page. A lively discussion ensued regarding the distribution of the report and it was recommended that the report be distributed as follows, along with copies of the yet to be approved Measure A brochure: all Alameda County cities and towns – Mayor's office, all city and county libraries, City council members of the cities of Oakland and Berkeley, and ACMC Board of Trustee members.

VI. Brochure Development

- The draft brochure was reviewed with three choices for the cover. After much discussion, Beth Pollard motioned that we use the little girl with photo reversed, with pennies on the top and the header to read “How your half-cent is saving lives.” Sal Tedesco seconded the motion and it was approved unanimously. Minor changes were recommended on each page and to every section. Kring Design recorded all of the recommended changes and Art Geen moved to approve the brochure “in concept” as corrected which was approved unanimously. A new motion was presented to have the sub-committee review the final changes and authorize the final approval of the brochure and was passed unanimously. A discussion regarding the ordering of brochures ensued and it was unanimously agreed to print 5,000 copies and to mail with the full report and to include the various League of Women’s Voters organizations within the County in the mailing of the brochure. Also, during the course of the year, committee members will make recommendations regarding the printing of additional brochures and where to distribute them.

VII. PR Options and Strategies

- PR options and strategies were discussed and it was agreed that newspaper advertisements would not be used. Press releases were discussed and the need for translations was also discussed. Public Services Announcements (PSA) were also discussed as well as an Op Ed piece. Further discussion was tabled for the next Oversight Committee meeting scheduled for August 22nd. It was also agreed that the next meeting should include planning for the next year’s business, reporting requirements, meeting protocols, and supplantation.

VIII. Presentation to Board of Supervisors Health Committee

- Larry Platt will present the full report to the Board’s Health Committee on September 8th at 9:00 am.

IX. Individual Meetings with Members of the Board of Supervisors

- Committee members appointed by Board members that are not represented on the Health Committee will present individually to their Supervisors.

X. Public Comment

- No comments were heard.

XI. Next Meeting – September 26, 2008, 9-11:30am