

Measure A Oversight Committee Meeting Minutes – October 30, 2009 – 9-12:00pm

Attendance:

Appointed members present:

1. Louis Chicoine
2. Kay Eisenhower via phone
3. Jay Garfinkle, M.D.
4. Neil Marks
5. Larry Platt, M.D.
6. Beth Pollard
7. Don Sheppard
8. Ronald Tauber
9. Sal Tedesco
10. Mee Ling Tung

Appointed members absent:

1. Ken Ballard
2. John Becker
3. Brad Cleveland
4. Art Geen
5. Sumi Paranjape

Other attendees:

1. Suzanne Barba, Observer
2. Alex Briscoe, Alameda County Health Care Services Agency
3. Vana Chavez, Alameda County Health Care Services Agency
4. Gloria Crowell, Alameda County Public Health Commission
5. Pauline Keogh, Alameda County Administrator's Office
6. Bryan Kring, Kring Design Studio
7. Joe Sadusky, Kring Design Studio

AGENDA

I. Welcome and Introductions

II. Public Comment:

- No comments were heard.

III. Review of Minutes

- Sal Tedesco moved to adopt the September 25, 2009 meeting minutes; seconded by Larry Platt; motion passed.

IV. Review of Materials

- A handout detailing Measure A revenues received to date was distributed. Discussion ensued regarding declining Measure A revenues and the implication this may have on the County, APMC and 3-year reauthorization process for FY's 10/11-12/13.

V. Announcements

- There were no new announcements.

VI. Review of Brochure, Press Release and PSA with Kring Design

- The Measure A brochure that had been approved by the subcommittee was reviewed and approved for distribution by the full committee. There was some discussion regarding the actual distribution of the brochures. Ron Tauber motioned that every site that benefited from Measure A allocations should be required to display the brochures prominently in a publicly visible location on that site and Larry seconded the motion. The motion was approved by the full committee. Language regarding this requirement will be included in all Measure A contracts. There was also discussion regarding the translation of the brochures and it was agreed that HCSA would acquire quotes for the translation of the brochures. Also it was agreed that Kring Design would acquire quotes regarding the printing of the brochures in quantities of 5,000, 10,000 and 15,000, and that if funding for 15,000 was available in Kring's current contract, we would print 15,000.
- The press release was approved as written with slight modifications regarding the reference to the revenues generated in FY 07/08. Larry made the motion to approve and Louis seconded the motion. It was also recommended that the press release be posted on the Measure A web page. Kring Design will work with the County Administrator's office regarding the distribution of the press release and it was agreed that the timing of the release would coincide with the presentation of the FY 07/08 Oversight Committee report before the Board of Supervisor's Health Committee.
- The public service announcements were approved as written.
- The Oversight Committee expressed its sincere appreciation to Kring Design for their excellent work on the report, brochures, etc.

VII. Distribute FY 07/08 Report

- The final draft report was distributed and the Oversight committee unanimously approved that the report be submitted for printing.

VIII. Process for Measure A Oversight Committee appointments, resignations, terms, etc.

- A draft Board letter was distributed requesting that the Board of Supervisors extend the terms of eight Oversight Committee members by two months from 11/02/09 – 12/31/09 in order to conduct business through December 31, 2009, and to allow time to contact each of the nominating organizations, request their nominations, and submit recommendation to the Board for review and approval. The Oversight Committee approved the Board letter as written with one slight modification that includes language to encourage the nominating organizations to consider gender and ethnic diversity, knowledge of city/county government or knowledge of health care delivery systems, and lastly consumer representation when making their nominations. The letter was scheduled to be heard by the Board on November 10, 2009.

IX. Discussion on visit to Tiburcio Vasquez Hayward Clinic

- Committee members were canvassed and it was determined that there continues to be sufficient interest in visiting the Hayward Tiburcio Vasquez Health Clinic site and to have the visit coincide with a Measure A Oversight Committee meeting. It was decided that the visit would occur in 2010 and that the new committee members would determine the visit date.

X. Transition to “retreat” discussion about moving forward towards next year’s report

What’s Going Well:

- Oversight report was finished before end of the following fiscal year
- Excellent staff support
- Good committee leadership
- Learned to work together over time, especially when we have an agreed upon purpose
- Kring Design has done good job with the report and brochure
- Good attendance / quorum at meetings
- Committee reports are thorough, transparent
- Like the presentations made by the organizations
- Adoption of by-laws
- Budget allocation for this committee’s work and judicious use thereof
- Been effective in conveying a sense of oversight to the public and skeptics therein
- Defined the charge and purview of the committee and created our role
- Attendance at Board of Supervisors by Chair when needed
- Developed language about concerns and conveyed them in report

What isn’t going well/Needs Improvement:

Membership:

- Limited diversity on committee; One of the challenges is that nominations are made from a variety of sources, so that there is no central monitoring for diversity in membership; also, the committee membership lacks a consumer/user representative

Purview/Role:

- Not allowed to use past experiences to make recommendations or influence decisions about allocation of funds. The Committee does not have the opportunity to testify at Board of Supervisors Meeting on allocations. Meanwhile, the committee is the only citizen group overseeing the functions – what we know could be useful to agency in planning future dollar allocations
- Not sure how medical center funds are spent; APMC not included in committee’s work
- A concern that there is an appearance of meaningful oversight when there isn’t
- What/how long-term capital allocations are made

Communications/Information:

- Disconnect with Board of Supervisors; little attendance by supervisors staff representative
- Need to better understand process and criteria for selection of fund recipients
- Coordination with HCSA about allocations
- How is health policy made in Alameda County? What are the other citizen/public health-related boards and what do they do?

Committee operations:

- Reluctance of some committee members to accept limited interpretation about committee's scope, and time is wasted expressing/debating that frustration
- Timing of report release too long after close of year; the time to get organized for each report preparation needs improvement
- How committee gathers information about allocations needs improvement
- Staff turnover in the past year
- Domination of meetings by some members
- Nitpicking by members
- Time management of meetings; lack of adequate time to explore important topics
- Lack of specificity in report, a lack of information or compliance, but a lot of gray area
- A lot of staff time spent on writing the report.

Information Committee Wants to Know More About:

Health Care Services Agency:

- Criteria/process for making allocations
- How allocations are monitored and audited
- Committee should receive information on audit exceptions
- How is information reported to the policy makers
- What is contained in the contract documents

Other Health Care Boards/Organizations:

What do they do and what is their role in public health care policy?

ACMC Information

How is health care policy created?

How does the Board of Supervisors develop allocation priorities?

What to do differently in collecting information for report:

- Each operating department provide reports on use of Measure A funds within its department.
- Ask departments how they publicize, what criteria (consistency with Measure A), how monitor vs. re-doing automatic renewals
- If information is missing or unclear, then contact the fund recipients
- Board of Supervisors allocations – how to handle?

Next Steps:

Staff to draft a template for requesting information of HCSA departments per above

XI. Agenda and timing for November/December meeting(s)

- The next Oversight Committee is scheduled for Friday, November 20, 2009, and if necessary another meeting in December on the 11th.

XII. Adjourn