

MINUTES OF MEETING – JANUARY 17, 2024
CENTRAL HEALTH
STRATEGIC PLANNING COMMITTEE

On Wednesday, January 17, 2024, a meeting of the Central Health Strategic Planning Committee convened in open session at 1:02 p.m. in person at the Central Health Administrative Offices and remotely by toll-free videoconference. Clerk for the meeting was Briana Yanes.

Committee members present in person: Chair Brinson, Manager Jones, and Manager Valadez

Committee members present via audio and video: Manager Motwani (arrived in-person at 1:29 p.m.)

Board members present via audio and video or in person: Manager Martin and Manager Museitif

Absent: Manager Kitchen

PUBLIC COMMUNICATION

Clerk’s Notes: Public Communication began at 1:03 p.m. Chair Brinson announced that no speakers for Public Communication.

COMMITTEE AGENDA

- 1. Review and approve the minutes of the November 8, 2023 Strategic Planning Committee meeting.**

Clerk’s Notes: Discussion on this item began at 1:03 p.m.

Manager Valadez moved that the Committee approve the minutes of the November 8, 2023 Strategic Planning Committee meeting.

Manager Martin seconded the motion.

Chairperson Brinson	For
Manager Jones	For
Manager Kitchen	Absent
Manager Valadez	For

- 2. Receive and discuss an update on the Black Men’s Health Clinic.**

Clerk’s Notes: Discussion on this item began at 1:04 p.m. Dr. Nick Yagoda, CommUnityCare Chief Medical Officer, presented an update on the Black Men’s Health Clinic. The presentation included updates on increasing outreach to and engagement in care of low-income individuals and persons of color, as well as increasing funding for additional days of service at the BMHC site, which are identified as priorities in the Central Health FY24 Budget Resolution. The presentation included a look at project milestones, a list of Central Health funded activities, and a look at the clinical progress. Lastly, the demographics of patients and 2024 objectives were shared. The objectives include provider recruitment, updated facilities, access expansion, outreach, engagement and navigation, and patient experience.

- 3. Receive a 2023 year-end update on Central Health communications.**

Clerk’s Notes: Discussion on this item began at 1:26 p.m. Mr. Ted Burton, Chief Communications Officer; Mr. Ivan Davila, Sr. Director of Marketing and Communications; Mr. Mike Clark-Madison, Public Relations Manager; and Ms. Anastassia Sims, Content Manager, presented an FY 2023 communications report.

A few highlights mentioned during the presentation are listed below:

- They tripled the number of media mentions compared to the previous year.
- Through paid media they increased clicks by 55% and landing and page views by 46% from the previous year.
- Through social media they increased engagement by 17% and link clicks by 46% from the previous year.

4. Receive an update on the Central Health Latino Family Support Conference.

Clerk's Notes: Discussion on this item began at 2:23 p.m. Mr. Ted Burton, Chief Communications Officer; Mr. Ivan Davila, Sr. Director of Marketing and Communications; and Ms. Yesenia Ramos, Community Engagement Supervisor, presented an update on the Central Texas Latino Family Support Conference. They began the presentation by reminding Managers that in September 2023, the Central Health Board of Managers adopted an amendment to the FY 2024 budget spending plan to include \$125,000 to plan a "Latino Family Support Conference." Next, they shared the event concept recommendations, event objectives, desired outcomes, and next steps. Next steps include staff forming a planning workgroup and a community advisory committee to further develop and refine the concept of the Conference. Staff will continue updating the Board through the event planning process.

5. Review tentative reporting schedules for Fiscal Year 2024.

Clerk's Notes: Discussion on this item began at 2:34 p.m. Chair Brinson announced that there would not be a presentation for this item and backup was provided in the packet.

6. Confirm the next Strategic Planning Committee meeting date, time, and location.

Manager Valadez moved that the Committee adjourn.

Manager Martin seconded the motion.

Chairperson Brinson	For
Manager Jones	For
Manager Kitchen	Absent
Manager Valadez	For

The meeting was adjourned at 2:35 p.m.

ATTESTED TO BY:

Cynthia Brinson, Chairperson
Central Health Strategic Planning Committee

Manuel Martin, Secretary
Central Health Board of Managers