

Notes from HCACF Annual Retreat held June 22, 2013 at Ann Molison's home in Fort Collins, CO

(notes taken by Sue Cornelius and typed up by Donna Smith)

Present: Ann Molison, Tom Gottlieb, Vince Markovchick, Elinor Christiansen, Sue Cornelius, Donna Smith

Strategic plan completed March 2013 and approved by HCACF board in May 2013 used as guideline for agenda.

- 1) Overview of last year (Ann) – August 2012 change of by-laws; Fall Walkathon was not successful but could be repeated; EOY letter had good return but went out too late (recommended EOY go out earlier; New board members – Neil; New ED – Donna; end of fiscal year -- \$20K in bank; Gala successful – recommend only one speaker next year, keep local to control costs, perhaps have speaker be “less medical,” more general, students present a good thing by need to make sure they show up as there were 7 no-shows, silent auction was very successful an Ann recommends keeping it and keeping sale of table settings/decorations, need to find a way to separate out monies at the end of the evening.

New leadership of HCACF – Tom and Vince good for organization as both are doctors. The educational curriculum designed by Vince and Donna is being sent out inviting more talks at colleges, universities and schools. Ann's conclusion is that it was a good year for HCACF.

- 2) Review of strategic plan was waived as Donna moved forward to main points of agenda.

Educational outreach needs to include increased outreach to nurses. Group supports central outreach to focus on LWV, nurses and boosting PNHP CO chapter. Rest of outreach could/should be done locally at the chapter level with support from HCACF state. Shelley has worked on Sara Jarrett for contact with nurses but we need to expand this.

Coalition building (Tom) – Coalition committee met three times last year; interim report from April 24, 2013 – see Tom's handout. Will be utilizing information and support from Jim Hoffmeister and Chris Mandel in future to assist with coalition building.

What it takes to be a board member – grassroots organizing, board diversity, and discussion of “Give, Get, and Serve” as well as in-kind giving.

Increased chapter involvement will be supported with a monthly phone meeting/conference call with all chapters (Donna).

- 3) Communication and education (Vince) –

Frustration with lack of appointments to go speak as an organization – HCACF has not done well with outreach to LWV or Chamber of Commerce, etc, to offer speakers for local events. No nursing presentations. Need to increase possibilities for presentations. Need to get PNHP members to become active presenters:

How? Need to increase knowledge of PNHP members that HCACF is the CO chapter of PNHP. Same PNHP members have dropped involvement with HCAC and HCACF because of split within organization. They are single-payer only supporters. Plan is to set up 2nd meeting with PNHP members actively supporting single-payer with a meeting probably at the office.

Vince – need to facilitate a CO chapter of PNHP separate from HCAC with some help from HCAC.
a) To further include PNHP members, need to get changes on NB and get links to PNHP website.
b) Need PNHP specific website; c) need access to all educational info/presentations; d) Get template from PNHP to get website for PNHP chapter; e) Letter to Nathan stating need to implement changes on NB within a timeline; f) Need to get any changes to NB privileges, etc, approved by ED.

Education/outreach – need to increase outreach to LWV, church/faith base, retirement communities. Send email out to LWV stating that HCACF has educational programs available.

4) Media/Communications –

NationBuilder works well for email blasts but not well for website development. Website needs updating.

HCACF recommendation to board that 2 people be trained to use NB at high level of functionality. Start an editorial committee with two people from each board (HCACF and HCAC) and Donna to regulate what goes on website and use of NB.

What ways can NB be used to improve communications? The HCAC and HCACF websites on NB need to be linked. Website needs to reflect work on the ballot initiative. A list needs to be put together for Nathan (Tom and Donna will create and carry forward with this)

5) Fundraising –

- a. What are HCACF's priorities? Need to set priorities able to be completed by using our current resources (both money and people)
- b. Most of the budget comes from membership (80-90%) – suggest calls to all members who donated \$100 or more, and Ann to send out her EOFY thank you letter to this group.
- c. Phone program to contact all members with information/updates about HCACF as well as asking for \$\$.
- d. Grants – work progressing with Donna and Bridget, CHF grant submitted; hope is that one granted would set stage for more
- e. Outreach to diverse communities per strategic plan
- f. Use NB to send out regular (monthly) asks to membership. Use a diverse group of people to make the asks on behalf of HCACF.
- g. Utilize Healthcare-NOW list of members as an affiliate of theirs;
- h. Contact and reach out to Physicians for Social Responsibility; NOW – National Organization for Women; Women's Political Caucus.
- i. Consider monthly fundraisers – perhaps fall event with Wendell Potter – Oct 12th possible.

- j. Offer to assist HCAC by having more of Donna's pay come from HCACF
- k. Walkathon repeat?

6) Tom strongly suggests that future board for HCACF include Jim Hoffmeister and Chris Mandel.