



The Mission of the Healthcare for All Colorado Foundation is research and education regarding a single-payer universal healthcare system for all Coloradoans

Conference Call: 605.468.8012 Conference Code: 941668

HCACF Board Meeting March 19, 2018

Present: Elinor Christiansen, Shelley Cohen, Tom Gottlieb, Vince Markovchick, Robert Messman, Michele Swenson, Eldon Van Der Wege (Susan Gilbert, Office Assistant)

Absent: Donna Smith (leave of absence)

Meeting was called to order at 3:05 pm by co-president Tom Gottlieb

1. **Approval of Minutes:** The Board discussed and approved the February minutes.
2. **Financial Report:**
 - a. Robert explained the recent financial statements, which had been sent to everyone earlier via email.
 - b. A free 4 drawer cabinet was acquired by Robert for the HCACF office
 - c. A new scanner/printer was purchased for the office
 - d. There was a discussion regarding the limit of the debit card usage for incidentals. A decision was made that the card could be charged up to \$500 without Board approval.
3. **Fundraising:** Fundraising will be crucial in 2018 and there was a proposal made for August or September events. How should these be structured? What is their emphasis? Some key points of consideration:
 - a. Programs need to be education-based
 - b. Events must be cost effective
 - c. Keep things small but relevant
 - d. Advertising is needed
 - e. Networking is important
 - f. Entertainment, door prize?
 - g. What is the hook or reason for attending? Need to be strategic
 - h. Burnout because so many other events, talks, programs are happening in the area
 - i. Number of attendees to many events is low in general
 - j. Where should these events be held?
 - i. Denver metro
 - ii. Roaring Fork Valley
 - k. Does HCACF want to hold an event(s)?
 - i. Yes, so who do we invite, where, when, etc.
 - ii. What type of event?
 - l. More ideas were considered

A fundraising committee was formed: Eldon, Tom, Susan, plus Elinor will join as needed. Meeting days and times TBD.

4. **Communications and Marketing:**
 - a. When Board members are conducting presentations out in the community, fundraising should also be a component of that event.
 - b. Vince and Ranger have reached out to Chambers of Commerce, Service Clubs and churches for their presentations. One is scheduled on April 15th at the Green Mountain United Methodist Church in Arvada.
 - c. Michele and Shelley expressed interest in being part of a Presentations Committee.
 - d. Candidate Questionnaire - HCAC Foundation board endorsed Michele's candidate questionnaire. She can now use the organization's name and logo when presenting it to candidates.



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5. **HCACF Website:** The website continues to be updated and improved. The Board was asked to continue sending articles and information about talks and/or presentations to Susan so the information can be uploaded; visitors need to view the valuable work of the Foundation.
6. **Research & Education Committee:**
 - a. PNHP is no longer connected to HCACF as they are regrouping and setting up a new organization.
 - b. Eldon and Tom shared information and documents based on their recent work and letters. Tom also shared that his article written with George Bahmfalk was published.
 - c. There was a discussion on HR 676 from 2003, National Insurance Bill, that Elinor helped to write.
 - d. Discussion on FICA and changes in the language of the law
7. **Strategic Plan:** Michele will change the format of the current draft of the Strategic Plan and will send it out to the Board by the end of the week. This will make for easier reading and editing.
8. **Other Business:**
 - a. HCAC Advocacy will be having their retreat on April 21st at Elinor's house and an invitation to attend was extended to the Foundation Board.
 - b. A suggestion was made for those interested in committee type discussions, to come one hour earlier to future Board meetings at 2:00 pm. Susan will check on the availability of the conference room and notify everyone via email.

The next Board meeting will be held on April 16, 2018 at 3:00 pm in the CCLP conference room. As previously stated, any Board member interested in a discussion beforehand, should meet at 2:00 pm.

Meeting was adjourned at 4:25 pm.

Minutes respectfully submitted by Susan Gilbert