



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 April 16, 2018

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

Absent: Robert Messman, Donna Smith (leave of absence)

There was a brief conversation before the official start of the meeting regarding open discussions prior to each Board meeting. These are open to any Board member who wishes to attend and will be held in the small conference room called the Huddle, which is by the main entrance of the CCLP office. The room has been reserved from 2:00-3:00 pm through December.

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

1. **Approval of Minutes:** Vince motioned to approve the March minutes, seconded by Elinor, then approved by the Board.
2. **Financial Report:**
 - a. Tom shared the financial reports and expressed that there was little change in the statements from last month.
 - b. There was a discussion that everyone should be aware of the available funds and how money is being spent.
 - c. Fundraising is a definite need
 - i. King Sooper gift cards- new cards have been purchased and information has been posted on the website. Cards will be available for presentations and talks
 - ii. Safeway gift cards- Susan will investigate getting new cards and report status to the Board
 - iii. Amazon Smile – HCACF is already signed up for Amazon Smile and receives some monies. This should also be advertised on the website and at events
 - d. Fundraising Events – Committee Report – Points of consideration:
 - i. Committee reviewed feedback from last Board meeting and realized the need to have a strategy for attracting people. Several options were offered and the committee requested more Board input.
 1. Guest speaker- several names were discussed
 2. Movie as one option
 3. Social justice focus – a plus when planning this event
 4. Possible collaboration with other organizations such as PDA
 5. Equality Financing Drives Equality HealthCare
 6. GOTV
 7. Other possible themes and titles were considered
 8. Collaborate with HCAC advocacy?
 9. Budget is also a consideration
 - ii. The committee will meet soon and report back at the next Board meeting if not before
3. **Communications/Marketing**
 - a. **HCACF Website update:** Susan reported that updates and improvements are continuing. A blog has been added called Single Payer Discussion and is posted under the “Our Issues” tab. Analytics are in



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place to track website usage, specifically to track the most frequently visited pages. Continue to send articles and event information to Susan for posting.

- b. **HCACF Calendar events:** The calendar continues to post new events to keep visitors informed
- c. **PNHP Colorado:** PNHP Colorado has a new website and their new leadership is evolving. Elinor is now a member of the new PNHP Planning Committee

4. Research/Education/Presentations:

a. Presentations Report:

- i. Vince shared that he has been meeting with Ranger Miller and that Ranger did his first presentation in Green Mountain. Ranger plans to continue to focus on businesses in the community.
- ii. House Bill HB18-1358 was presented and discussed at length. This is a bi-partisan bill in support of transparency of pricing. This is on the legislative schedule for April 26th at 1:30. Susan will post on the calendar.
- iii. Vince shared a Brokenhealthcare.org article called *Can Colorado Lead the Nation Towards a Fair and Transparent Healthcare Market?* Susan will post on the website.

- b. **Articles Report:** There are several new articles being written and/or revised by Eldon and Tom and will ready for publication soon. Once these are ready they will be posted on the HCACF website. Tom will also submit to the R&E Committee for approval, the article he co-authored with George Balmfalk.

5. Strategic Plan Review:

- a. The plan was revised and edited by Tom and Michele. The Benchmarks for Advancing the Mission section needs content and the Board discussed options for its completion.
 - i. Strategic Plan Notes:
 - 1. Review affiliation levels
 - 2. Vision is more aligned with PNHP National
 - 3. Mission is different from vision
 - 4. InterFaith Alliance as a possible affiliation
 - 5. Share with HCAC advocacy
 - a. There was an agreement to do so in order to see similarities and differences between the two plans regarding mission and vision
 - ii. Elinor moved to approve the revised plan and Shelley seconded. Board approved the revisions.

6. **HCAC Retreat:** Location and time change. April 21, 2018 11:30 am - 3:00pm. Potluck

7. **Other Business:** HCAC will have its annual meeting in June and invites HCACF to join them. Date and time TBD.

Meeting was adjourned at 4:05 pm.

Minutes respectfully submitted by Susan Gilbert