



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 May 21, 2017

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

Absent: Elinor Christiansen, Donna Smith (leave of absence)

Meeting was called to order at 3:00 pm by co-president Tom Gottlieb

1. **Approval of Minutes:** The April minutes were approved by the Board.

2. Financial Report:

- a. Robert explained that the balance sheet and the bank statements should match and suggested that the Board members become familiar with that practice.
- b. Robert recently met with Sandy Kemper, CPA
- c. A new timesheet was created for Susan, HCACF office assistant
- d. Invoices were discussed
- e. Robert presented information regarding the Money Market account versus the value of Treasury Direct. A discussion followed, considering how much to keep in the current Money Market account and how much to invest. The Board authorized Robert to invest all of the Money Market funds, except for \$12,000, in 3 month treasury bills through Treasury Direct.
- f. Pat Manning's role with HCACF was also discussed

3. Fundraising

- a. What is our purpose? What is our theme? Who is our audience? This should be a Board decision not a Fundraising committee decision
- b. Multiple ideas for names and/or themes were presented and discussed. Key points for consideration:
 - i. What do people need to know and want to hear
 - ii. Healthcare is a human right
 - iii. What are the issues
 - iv. Finances
 - v. How will people best be reached
 - vi. Make it personal
 - vii. Political challenge
 - viii. Everybody in nobody out
 - ix. Show how people can save money
 - x. Social insurance
 - xi. Healthcare inequality
 - xii. Follow the money
 - xiii. Healthcare for All: Follow the Money
 - xiv. Mental health
 - xv. CFI
 - xvi. Bell Policy Center
 - xvii. Should HCACF collaborate with other organizations



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- c. Tom will send out the list of suggested names/themes to the Board, along with his Table of Contents outline. This discussion will be continued at the next meeting.

4. Communication and Marketing

- a. Susan updated the Board about the website and shared some recent usage statistics. She will send out the statistics report to the Board this week.
- b. A recent meeting with HCAC advocacy took place focusing on educating the public about healthcare issues. Five groups were represented and a second meeting is scheduled for this evening. How can we all work together for a common cause?
 - i. HCAC Foundation
 - ii. HCAC Advocacy
 - iii. PNHP
 - iv. Universal Healthcare
 - v. Student group of activists
- c. Creating a Facebook account was proposed
- d. Coalition building – Important component
 - i. Homeless
 - ii. Prison Reform
 - iii. Mental Health
 - iv. Denver Open Media

5. **Strategic Plan** – The Strategic Plan discussion will be tabled until the next meeting. The Benchmarks for Advancing the Mission section needs content.

The next Board meeting will be held on June 18th at 3:00 pm in the CCLP conference room.

Meeting was adjourned at 4:05 pm

Minutes respectfully submitted by Susan Gilbert