

Measure A Citizen Oversight Committee

Meeting Minutes

Friday, January 25, 2019 (9:00AM - 11:30AM)
 1000 San Leandro Blvd. (Conference Room 325)
 San Leandro, CA 94577

ATTENDANCE

Members Present	Members Absent	Other Attendees
1. Al Murray	1. Dru Howard	1. Anna Gee, Health Care Services Agency
2. Art Chen	2. Rachel Richman	2. Connie Soriano, Health Care Services Agency
3. Charles Go	3. Ursula Rolfe *	3. James Nguyen, Health Care Services Agency
4. Kelly McAdoo	4. Kuwaza Imara*	4. Michael Cobb, St. Rose Hospital
5. Susan Hauser		5. Eugene Carson, Alameda Health Consortium
6. Zachariah Oquenda	* Denotes that member has notified HCSA of their absence in advance and is therefore "excused".	

I. 9:00 AM Welcome

Both the Chair and Vice Chair were not in attendance so Member Oquenda volunteered to facilitate the meeting.

II. 9:05 AM Announcements & Updates

Oversight Committee Membership Updates

- The Alameda County Public Health Commission informed us that they will be nominating their vice chair to the Oversight Committee (OC) for Seat No. 5. We will be working with the Commission to submit their nomination to the Board of Supervisors and hope to welcome a new member soon.
- As of today, no nominations have been received from the Mental Health Advisory Board (for Seat No. 4), Alameda County Public Health Commission (for Seat No. 5), Hospital Council of Northern California (for Seat No. 8), City Managers' Association (for Seat No. 11), District 1 County Supervisor Scott Haggerty (for Seat No. 11) and District 4 County Supervisor Nate Miley (for Seat No. 16).
- Alameda Health System is confirmed to present their Fiscal Year 2017-2018 Measure A allocation report at the February 22nd meeting.
- Member Go announced that he went to a CALFRESH conference in Sacramento where he was impressed with the implementation of their marketing and communication strategies. He wanted the Oversight Committee (OC) to discuss how we can use social media. Member Chen recommended to continue discussion at the end of the meeting. The OC agreed.

III. 9:10 AM Public Comments

There were no public comments. Chair Murray attended the meeting and resumed the Chair role at this time.

Measure A, the Essential Health Care Services Initiative

Providing emergency medical, hospital inpatient, outpatient, public health, mental health and substance abuse services to indigent, low-income, and uninsured adults, children, families, and seniors and other residents of Alameda County since 2004

IV. 9:15 AM Review of Minutes

- A. Prior Action items
 - Member Chen made a motion to amend the first bullet of section VII in the October 26, 2018 minutes to state: “Member Chen made a motion to include the Committee’s recommendation that 10% of the base allocation should not be touched nor should it be easily spent.” Member Oquenda seconded. No abstentions. Motioned passed.
- B. Meeting Minutes from December 7, 2018.
 - Member Chen made a motion to adopt the December 7, 2018 minutes as presented. Member Hauser seconded. 5 members voted ayes. Member Oquenda abstained. No nays. Motion passed.

V. 9:30 AM Update: Finance/Budget

- A. Measure A Revenue Received to Date (handout) & Reserve Update
 - HCSA staff reported that the projected revenue amount is at \$43M.
 - The current estimated reserve balance was \$1.5M. This has not changed from the December 7, 2018 meeting. The Board of Supervisors did recently approve a new 3-year base allocation in January and the reserve estimate will be revised accordingly.
- B. Board of Supervisors Measure A Approvals (See Appendix A)
 - HCSA staff gave an overview of the minute orders.

VI. 9:45 AM FY 16-17 Measure A Citizen Oversight Committee Report Development

- A. Review of Executive Summary
 - Below is a summary of the members’ comments of the Executive Summary offered by Kring Design Studio:
GENERAL CONCERNS AND RECOMMENDATIONS SECTION
 - Provider should include ethnic and gender identity data of the clients they serve in their allocation reports, but only if they are already gathering it.REPORTING AND REVIEW CONCERNS
 - In the recommendation, replace the word “may” with “shall”.
 - Discussions around data gathering of demographics was once again talked about and it was determined that the Committee was not wanting to create extra work for providers that are not gathering this information. Only if providers were already tracking this data, would the Committee be interested in including this information in their reports.

VII. 10:15 AM FY 17/18 Measure A Citizen Oversight Committee Report Development

- A. HCSA Staff announced that a sign-up sheet will be available for committee members to sign up for the 17/18 reports that they would like to review.
- B. Member Chen made motion to spend 10 minutes to have a preliminary discussion regarding Social Media. Member Oquenda seconded. No abstentions. Motioned passed. Below is the summary of this discussion:
 1. The OC recognized the importance of social media, especially reaching the younger generation.
 2. Hire a consultant to educate the OC on the effectiveness of social media.

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3. Hire an intern to establish a Twitter account and tweet Measure A information during OC meetings or use a hash tag (e.g., #MeasureAHelps).
 4. HCSA staff will check to see if the County has a communications/social media policy that we need to abide by.
 5. The OC could recognize providers/individuals for their work by giving out awards. Have “shout outs” tweeted or posted.
 6. Eugene, from the Alameda Consortium offered to ask his contact if they would be willing to come into a future OC meeting and have a work session.
 7. Place this on the March meeting for a more in depth discussion.
 8. Member Chen shared that he made a presentation to the Alameda Contra Costa Medical Association’s (ACCMCA) Medical Quality Services sub-committee and included the OC’s (repeated) recommendations. The ACCMCA was concerned regarding the Board of Supervisor’s (BOS) not taking action on the OC’s recommendations and plan to write a letter to the BOS expressing their concerns.
- C. Chair Murray motioned to move item VII C, Review Form Description to February’s meeting. Member McAdoo seconded. No abstentions. Motion passed.

VIII. 11:00 AM Future Meetings

Next Meeting Date: Friday, February 22, 2019 (9:00 AM to 11:30 AM)

IX. 11:05 AM Adjourn to Measure A Report Subcommittees

Public comments on agenda items are welcomed when the item is considered by the committee.

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