

Measure A Oversight Committee Meeting Minutes – August 22, 2008 – 9-11:30am

Attendance:

Appointed members present:

1. Ken Ballard
2. Kay Eisenhower
3. Louis Chicoine
4. Neil Marks
5. Don Sheppard
6. Ronald Tauber
7. Sal Tedesco

Appointed members absent:

1. Brad Cleveland
2. Jay Garfinkle
3. Arthur Geen
4. Larry J. Platt., M.D.
5. Beth Pollard

Other attendees:

1. Vana Chavez, Alameda County Health Care Services Agency
2. Dave Kears, Alameda County Health Care Services Agency
3. Pauline Keough, Alameda County Administrator's Office
4. Bryan Kring, Kring Design Studio
5. Joe Sadusky, Kring Design Studio

II. Review of Minutes

- The minutes were reviewed and approved.

III. Review of Materials

- Two handouts were distributed: 1) Measure A Revenues Received to Date; and 2) Fiscal Year 08/09 Measure A Budget Information

IV. Announcements

- No announcements were made

V. Distribution and Printing of Additional Copies of Report

- The current mailing list includes 85 recipients; however, there are only 62 copies of the report left; the Oversight Committee agreed to print 100 additional copies;
- The Oversight Committee agreed to send one copy of the report and 10 copies of the brochure to Mayors and City Managers' offices; report information will not be sent to City Council member offices;
- One copy of the report will be sent to 31 libraries throughout the County; 200 brochures will also be sent to main libraries with a cover letter indicating that additional copies can be requested;
- 200 copies of the brochure will be provided to each member of the Alameda County Board of Supervisors;
- The report and some of its findings will be reported to the Alameda County Board of Supervisors Health Committee on Monday, September 8th at 9am.

VI. Distribution of Brochure

- See Agenda Item V

VII. Draft Press Release and Strategy

- A draft press release and public service announcement (PSA) was reviewed, revised and approved by the Oversight Committee;
- Changes and/or additions to the press release include a quote from Larry Platt, M.D.;

- Joe Sadusky of Kring Design will work with Crystal Hishida-Graff of Alameda County Administrator's Office on the distribution of the press release and PSA, on developing a follow-up protocol and on resources for translation of the press release and PSA.

VIII. Planning for Next Year's Business

- The following changes were suggested on the reporting form:
 - question #1: request attachment of FY 07/08 approved budget
 - question #7: not clear what information is being requested as written – eliminate?
 - question #8: include a request for a description of the impact on specific patient populations (including age, gender, race);
- Regarding the Board of Supervisor allocations, the Committee would like to consider requesting information on whether providers received other Measure A funding and how those funds were used differently; the Committee also raised the question of whether they would like to hear presentations from providers who receive Measure A funds from Board members;
- Kay Eisenhower reported that she received feedback from Vote Health regarding the Alameda County Medical Center portion of the FY 05/06 and 06/07 report ; suggestions included greater specificity, information on what specifically would be jeopardized if Measure A funds were not available; data on the percentage of reimbursement per insurance sources versus cost;
- Additional work needs to be done in terms of framing the presentation format for those providers and/or agencies who present to the Oversight Committee (to allow for more consistency);
- The Committee would like more detail from all providers in general;
- The Committee raised ongoing concerns regarding the lack of diversity of the composition of the Oversight Committee and suggested that the Board of Supervisors (BOS) request 2 nominees for each position allotted to a community group or agency with the BOS making the final choice from those nominees in hopes of improving the diversity of the Committee; the Committee requested that this suggestion be made at the Health Committee meeting to be forwarded to the BOS;
- The Committee requested that review (and possibly approval) of the FY 07/08 report form be placed on the agenda for the next meeting
- HCSA indicated that they would prepare the reconciliation of the FY 07/08 budget for the next meeting.

IX. Public Comment

- No comments were heard.

X. Next Meeting – September 26, 2008, 9-11:30am