



Executive Board Meeting Minutes

October 27 - 28, 2016 and November 2, 2016

Chair, Lynn (Bethel) Short, RDH, MPH

IN ATTENDANCE

Pamela M. Aaltonen, PhD, RN
Gail Bellamy, PhD
Georges C. Benjamin, MD
Martha Dewey Bergren, DNS, RN
Kevin T. Borrup, JD, MPA
Chris Chanyasulkit, PhD, MPH
Eldonna Chesnut, MSN, BSN, RN
Richard J. Cohen, PhD
Ayman El-Mohandes, MD, MBBCh, MPH
José Ramón Fernández-Peña, MD, MPA
Barbara E. Giloth, DrPH, MPH
Julie Graves, MD, PhD, MPH
Ella Greene-Moton
Marc Aaron Guest, MPH, MSW
Jeffrey S. Hallam, PhD
Camara P. Jones, MD, PhD, MPH
Resa M. Jones, PhD, MPH
Shiriki K. Kumanyika, PhD, MPH
Barbara Levin, MD, MPH
Suparna Navale, MPH, MS
Elena Ong, PHN, MS
Thomas C. Quade, MPH, MA
Lynn Ann (Bethel) Short, RDH, MPH

APHA STAFF

Susan Polan, PhD
Regina Davis-Moss, PhD
Kemi Oluwafemi, MBA, CPA
James Carbo
Deborah Dillard
Torrey Wasserman
Ellen Galant
Frances Atkinson

Unable to attend: Benjamin H. Hernandez, MBA

Thursday, October 27, 2016

Call to Order – Lynn (Bethel) Short, RDH, MPH, Chair

The meeting was called to order by Lynn Short, chair of the Executive Board. The chair made brief welcoming remarks and introduced the first agenda item.

Approval of the meeting agenda and consent agenda – Lynn (Bethel) Short, Chair

The chair called for a motion to approve the agenda for the October Executive Board meeting. The motion was moved and seconded, and hearing no discussion, the chair called for a vote.

Motion:	To approve the October 27 – 28, 2016 Executive Board meeting agenda.
Outcome:	Approved by acclamation.

The chair then presented items on the consent agenda. Ms. Ong asked that minor typographical errors be corrected on the minutes, and Dr. C. Jones and Dr. Aaltonen asked clarifying questions related to agency membership. After a brief period of discussion the chair called for a motion to approve the consent agenda.

Items on the consent agenda:

- Executive Board Meeting Minutes (July – September)
- New Agency Members
- 2017 Leadership appointments

The motion was moved and seconded, and hearing no discussion, the chair called for a vote:

Motion:	To approve the consent agenda. Items included the Executive Board meeting minutes from July through September, new agency members, and 2017 leadership appointments.
Outcome:	Approved by acclamation.

At the conclusion of the vote the chair introduced the next item on the agenda.

Association Update – Georges Benjamin, MD, Executive Director

Dr. Benjamin thanked the chair, and began his presentation by discussing the 2016 Annual Meeting. He addressed everything from the General Sessions to the final program and mobile app. He then discussed and disseminated APHA's 2016 Annual Report. He discussed APHA's plan to proclaim 2017 the Year of Climate and Health.

He then turned his attention to the political landscape and upcoming presidential and Congressional election. He spoke at length about potential end of the year legislative issues, and the challenges facing the next administration. He said that whatever happens with the election, APHA will advocate passionately for public health.

He then discussed the roll-out of Public Health 3.0 by the Department of Health and Human Services. Dr. Benjamin said this is the first time an assistant secretary of health made a proactive statement that the health leader in a community should be the chief health strategist for that community. He went on to say that public health 3.0 addresses the importance of collaboration between federal, state and local health leaders, and that public health 3.0 strongly endorses accreditation as an accountability tool.

Dr. Benjamin concluded his presentation by discussing the work Trust for America's Health did around federal priorities for a healthier America, and the report by the National Academy of Medicine entitled Vital Directions for Health and Health Care – Better Health and Well-Being.

Dr. Benjamin answered questions from members of the board throughout his presentation. Hearing no further questions, he turned the meeting over to Chair Short. The chair thanked Dr. Benjamin for his presentation and introduced the next item on the agenda.

Membership Dues Discussion – Georges Benjamin, MD, and Kemi Oluwafemi, MBA, CPA, Chief Financial Officer

Dr. Benjamin reintroduced the three dues proposals going before the Governing Council for approval. The proposals include the bulk membership plan for schools and programs of public health, the restructured agency dues plan, and a membership dues increase beginning in 2018 for every other year for four years based on the consumer price index. Throughout his presentation Dr. Benjamin asked Ms. Oluwafemi to discuss the financial implications of each plan.

At the conclusion of his presentation, Dr. Benjamin and Executive Board members had a robust conversation related to the proposals. Hearing no further discussion, Chair Short thanked Dr. Benjamin and Ms. Oluwafemi and introduced the next item on the agenda.

Strategic Planning – Resa Jones, MPH, PhD, Chair, Strategic Planning Committee and Susan Polan, PhD, Associate Executive Director

Dr. R. Jones began her presentation by thanking the chair and members of the committee for their efforts to promote and advance the strategic plan. She took a moment to reintroduce the redesigned strategic plan infographic, and discuss the Governing Council breakout session taking place on Sunday morning. She then turned the presentation over to Dr. Polan who shared new data related to the metrics concerning the strategic plan.

Dr. Polan shared information related to APHA's efforts to strengthening public health practice, build a public health movement and align organizational capacity and infrastructure. Under strengthening public health practice, she shared data related to webinars, *AJPH*, *The Nation's Health*, and APHA's social media impact.

Regarding building a public health movement, Dr. Polan shared data related to engaging APHA members, developing new partnerships with traditional and non-traditional constituencies, the growth of Generation Public Health, and APHA advocacy work.

Finally Dr. Polan addressed data related to aligning organizational capacity and infrastructure. She highlighted APHA's work to bolster the Affiliate Affairs and Component Affairs departments to maximize opportunities to achieve the central challenge, and the Association's efforts to ensure responsible stewardship through transparent and efficient governance, growing a robust and diverse resource base and fostering strong, appropriate, and ongoing communication.

Dr. R. Jones and Dr. Polan answered questions from Board members throughout the presentation. Dr. R. Jones then requested Executive Board feedback to questions related to the strategic plan. Due to the number of comments, Chair Short asked that the conversation be continued on Oct. 28. Chair Short thanked Dr. R. Jones and Dr. Polan for their presentation and moved to the next item on the agenda.

Executive Session – Lynn (Bethel) Short, Chair

The Executive Board entered a period of executive session to discuss a personnel matter at 12: 35 p.m.

The Executive Board exited the executive session at 1:10 p.m.

Chair Short then introduced the next item on the agenda

Governing Council Report – Barbara Giloth, DrPH, MPH, Speaker

Dr. Giloth shared the major items on the Governing Council meeting agenda with the Executive Board. She highlighted the dues proposals, the proposed revisions to APHA’s bylaws, and the proposed changes to the Joint Policy Committee’s policy development document and archiving procedure.

Concerning the bylaws there was a robust discussion surrounding the word unit versus component. Dr. Giloth said that the Bylaws Committee feels the use of unit is appropriate, and that is what the Council will vote on at the meeting. Another issue that was discussed was amending the bylaws to be in line with the Caucus MOU that states each caucus must have at least 25 APHA members. After a long discussion, Dr. Giloth made the following motion:

The Executive Board requests that the bylaws amendments before the Governing Council include the requirement that Caucuses have 25 APHA members per the current Memorandum of Understanding.

The motion was moved and seconded, and after a period of discussion, Dr. Giloth asked that the vote be tabled until Oct. 28. After an additional period of discussion, it was agreed to table the motion until Oct. 28.

Chair Short thanked Dr. Giloth for her presentation, and before moving to the next item on the agenda, the Board joined a call with President Obama and Secretary Burwell who discussed the Affordable Care Act and the upcoming enrollment period. At the conclusion of the call, the chair moved introduced the next item on the agenda.

APHA Membership and Component Services – Ella Greene-Moton, Chair, Membership Committee of the Executive Board, Susan Polan, PhD, Associate Executive Director, and Ellen Galant, Director of Membership Services

Ms. Greene-Moton thanked the members of the Membership Committee of the Executive Board and briefly discussed their work since the end of 2015. She said the Committee defined their purpose and drafted the description of their work and 2016 work plan. She then turned the presentation over to Ms. Galant, APHA’s Director of Membership Services.

Ms. Galant thanked Ms. Greene-Moton for her efforts as chair of the Committee and introduced her presentation. She said she would focus on two main topics, recruitment and engagement and retention. She then discussed APHA’s recruitment strategy including the schools and programs of public health proposal, the revamped organization/agency proposal, member get a member campaign, and list purchases and solicitation.

Regarding retention, Ms. Galant discussed APHA's aggressive telemarketing campaign, outreach through the Committee on Membership, and new tactics APHA will institute in 2017. She then discussed APHA's engagement efforts. She highlighted the promotion of two membership options for graduating students, expansion of the early career professionals program, APHA's Jump Start video series, hot topic webinar series, bolstering the support to the Student Assembly, and expanding APHA's affinity programs.

Ms. Galant then turned her attention to Affiliate engagement efforts, and asked Ms. Frances Atkinson, APHA's deputy director of Membership Services, to discuss some of the work the Component Affairs team is doing to engage the membership.

Executive Board members asked questions and made comments throughout Ms. Galant's presentation, and hearing no further discussion, Chair Short thanked Ms. Green-Moton, Ms. Galant, Ms. Atkinson, and Dr. Polan for their presentation and moved to the next item on the agenda.

2016 Parking Lot – Lynn Short, RDH, MPH

Chair Short shared items on the Executive Board "parking lot" list in an effort to eliminate as many topics as possible before the next Board begins their work at the end of the Annual Meeting.

After a period of discussion, Chair Short thanked Executive Board members for their thoughts related to the "parking lot" and said that the conversation will continue tomorrow. Chair Short then introduced the next item on the agenda.

Membership Engagement – Lynn Short, RDH, MPH

Chair Short began the membership engagement discussion by saying that she feels the Association needs to start thinking about relationship-building in new ways. She shared her thoughts on using Facebook as a tool to bring people together. She then opened the floor for discussion.

Executive Board members shared their thoughts on interacting through social media. Some Board Members said they don't use social media, some said they use it for family only and others said they would be fine with joining an APHA Facebook community. Dr. Giloth said she would add questions related to social media communities to the Governing Council meeting evaluation.

At the conclusion of the discussion, Chair Short thanked Board members for their comments and moved to the next item on the agenda.

Executive Session – Lynn (Bethel) Short, Chair

The Executive Board entered a period of executive session to discuss a personnel matter at 4:45 p.m.

The Executive Board exited the executive session at 6 p.m.

At the conclusion of the Executive Session, the meeting was adjourned until 9 a.m. on Oct. 28, 2016.

Friday, October 28, 2016

Call to Order – Lynn (Bethel) Short, RDH, MPH, Chair

The meeting was called to order by Lynn Short, chair of the Executive Board. The Chair briefly summarized Thursday’s meeting and made several housekeeping announcements. At the conclusion of her remarks, the chair introduced the first item on the agenda.

Review of Board Member Annual Meeting Responsibilities – Lynn Short, RDH, MPH

Chair Short reviewed Executive Board member responsibilities and activities during the 2016 Annual Meeting. At the conclusion of her remarks members of the board asked questions related to the meeting.

At the conclusion of the discussion, Chair Short introduced the next item on the agenda.

Report of the Treasurer – Richard Cohen, PhD, Treasurer

Dr. Cohen began his presentation by thanking the members of the Finance and Audit Committee for their efforts over the past year. He also thanked APHA’s CFO, Kemi Oluwafemi, for her work as well.

Dr. Cohen said the fiscal year 2016 audit was complete, and APHA received an unmodified opinion, which is a clean audit from our accounting firm Tate and Tryon. He said the auditors noted that they made no adjustment to Ms. Oluwafemi’s final report, which is very unusual.

Dr. Cohen said APHA ended FY 2016 with a net loss of \$219,418. He said membership, conventions, advertising, book sales, interest income and grants and contracts didn’t meet their projected revenue targets. He said subscriptions, rent and miscellaneous income met their targets for FY 2016. Dr. Cohen then made a motion to accept the fiscal year 2016 audit. The motion was moved and seconded, and hearing no discussion, the chair called for a vote.

<p>Motion: That the Executive Board accept the fiscal year 2016 audit.</p> <p>Outcome: Approved by acclamation.</p>

Dr. Cohen then discussed FY 2017 through Sept. 30, 2016. He said revenue is under projection by \$494,903, and expenses are under projection by \$417,094. He said the bottom line is that APHA revenue streams continue to face challenges, and that management will modify future activities to address shortages to remain within budget. Dr. Cohen conveyed his support for the proposed dues actions, and opened the floor for questions/comments.

Members of the Board had a lengthy and thoughtful discussion related to the report of the treasurer.

Chair Short thanked Dr. Cohen for his report and hearing no further comments, introduced the next item on the agenda.

Executive Board Committee Reports - Lynn Short, RDH, MPH

Chair Short introduced the chairs of the Committee on Social Responsibility, Development Committee and Governance Committee to briefly summarize their activities over the last 12 months.

Mr. Quade discussed the work of the Development Committee, specifically the presentation to the Governing Council and how the Committee will solicit donations from APHA leaders at the Annual Meeting.

Dr. Bellamy discussed the work of the Governance Committee. She expressed the Committee's desire to better utilize the Executive Committee of the Executive Board. The Committee suggests that the Executive Committee meet with Dr. Benjamin in the months there isn't a full Board meeting. She went on to say, the Committee hopes the Board will adopt and use the modified Robert's Rules of Order document prepared by Speaker Giloth.

Dr. Levin discussed the work of the Committee on Social Responsibility. She said the Committee focused their efforts on two main items over the last year. The first project was rewriting the criteria to distinguish between Companies and their associated Foundations. The second project focused on revamping the evaluation tool Component and Affiliate leaders and APHA staff use to analyze potential funders.

Dr. Levin introduced the criteria to distinguish between companies and their associated foundations. Dr. Kumanyika inquired if using "weapons of mass destruction" was the correct term, and she shared her concern with using "violates international marketing standards of health-related products." Dr. Giloth asked several questions related to the document, noting independent foundations should be evaluated differently than corporate foundations; she suggested the criteria be tightened to not cause any confusion or misinterpretation. Dr. Levin thanked Executive Board members for their comments, and said CSR will work on making changes to the document in the coming weeks, and report back to the Board at a future meeting.

Regarding the evaluation tool for Component and Affiliate leaders, Dr. Levin said that the tool was developed to assist leaders as they seek funding. She said the leaders of the ISC and CoA are reviewing the document. The Chair of the CoA, Ms. Chesnut said she thought the evaluation tool would be helpful as Affiliates seek funding. She said the list of CSR approved organization will reside in APHA Connect and the Affiliate Online Community. She said the document would serve as a tool to educate Affiliate leaders on how to evaluate a potential funder. Dr. Bellamy shared her thoughts on Affiliate independence, Dr. C. Jones asked clarifying questions related to the intent of the document, and Dr. El-Mohandes said that APHA should guide Affiliates, but not dictate who and how they seek funding.

Dr. Levin concluded her remarks by presenting the redesigned evaluation tool members of the CSR will use to evaluate prospective funding organizations. MS. Greene-Moton voiced her approval of the evaluation tool saying that the document allows reviewers to be more objective in their evaluation.

Hearing no further questions, Chair Short thanked the presenters for the reports and introduced the next item on the agenda.

2016 Parking Lot – Lynn Short, RDH, MPH

The Executive Board continued their discussion around the "parking lot" in an effort to eliminate as many topics as possible before the next Board begins their work at the end of the Annual Meeting.

Chair Short walked the Board through the remaining items on the “parking lot,” and hearing no further comments, introduced the next item on the agenda.

Governing Council Report – Barbara Giloth, DrPH, MPH, Speaker

Dr. Giloth reintroduced the motion before the Executive Board related to the Caucuses. The Board had a brief discussion concerning the motion, and hearing no further discussion Dr. Giloth called the question. Chair Short said that the Board will need a two-thirds vote to close the debate on the motion. Chair Short called for a vote by show of hands, and the Board voted unanimously to close debate.

Chair Short then called for the vote on the following motion:

Motion:	The Executive Board requests that the bylaws amendments before the Governing Council include the requirement that Caucuses have 25 APHA members per the current Memorandum of Understanding.
Outcome:	Approved by acclamation.

At the conclusion of the vote, Chair Short introduced the next item on the agenda.

Strategic Planning – Resa Jones, MPH, PhD, Chair, Strategic Planning Committee, and Susan Polan, PhD, Associate Executive Director

Dr. R. Jones reintroduced the Committee’s request for Executive Board feedback regarding the future direction of the strategic plan. The Board had a lengthy discussion on the topic, and hearing no further comments, Chair Short introduced the next Item on the agenda.

Introduction of Special Guest - Lynn Short, RDH, MPH

Chair Short introduced APHA’s Vice President for Canada Ardene Robinson Vollman. Dr. Vollman thanked Chair Short for her introduction and made brief remarks. At the conclusion of her remarks, Dr. Vollman and Executive Board members had a vibrant conversation regarding the Canadian Public Health Association and APHA.

Chair Short thanked Dr. Vollman and introduced the next item on the agenda.

Report of the *American Journal of Public Health* – Alfredo Morabia, MD, PhD, MPH, Editor in Chief, and Maureen Lichtveld, MD, MPH, Chair, *AJPH* Editorial Board

Chair Short welcomed Dr. Alfredo Morabia and Dr. Maureen Lichtveld to the meeting and asked them to share their thoughts related to the *American Journal of Public Health*.

Dr. Morabia thanked the Executive Board for their support, and summarized the activities of the Journal over the past year. He highlighted some of the issues of the Journal including the issue on men’s health, and the issue reporting the lead crisis in Flint, Michigan. He discussed the podcasts, social media, the

work of the student advisory group, and the work of the editors and associate editors. Dr. Morabia took comments and answered questions from Executive Board members throughout his presentation.

Dr. Lichtveld then presented on the activities of the APHA Editorial Board. She discussed the Board's role in providing oversight to the Journal, defining a long-range vision, specifically developing a strategic plan, establishing policies and procedures for the Journal, and ensuring the quality and integrity of the Journal. Dr. Lichtveld then discussed the Editorial Board's requested revisions to the APHA bylaws. She then shared a series of statistics related to the Journal. Dr. Lichtveld took comments and answered questions from Executive Board members throughout her presentation.

Hearing no further comments, Chair Short thanked both Dr. Morabia and Dr. Lichtveld for their presentations, and introduced the next item on the agenda.

Council on Education for Public Health - Laura Rasar King, Executive Director

Chair Short introduced Laura King, the Executive Director of the Council on Education for Public Health, to deliver her remarks. Ms. King began by introducing herself, and describing the mission and purpose of CEPH. She then shared the newly accepted accreditation criteria revisions with the Executive Board. She concluded her remarks by saying that CEPH will unveil the new criteria at the APHA Annual Meeting.

Ms. King then took questions and comments from the Executive Board. Hearing no further comment, Chair Short thanked Ms. King for her presentation and introduced the next item on the agenda.

New Business - Lynn Short, RDH, MPH

Chair Short called for new business, and after a brief discussion concerning the Student Assembly, and the Council of Emeritus members, Chair Short moved on to the next item on the agenda.

Executive Session – Lynn (Bethel) Short, Chair

The Executive Board entered a period of executive session to discuss a personnel matter at 4:20 p.m.

The Executive Board exited the executive session at 5:30 p.m.

At the conclusion of the Executive Session, it was announced that José Ramón Fernández-Peña, MD, MPA was elected Chair of the Executive Board for 2016 – 2017 and Resa M. Jones, MPH, PhD was elected Vice Chair of the Executive Board for 2016 – 2017. Hearing no further business, the meeting was adjourned until Nov. 2, 2016.

Wednesday, November 2, 2016

Call to Order – Lynn (Bethel) Short, RDH, MPH, Chair

The meeting was called to order by Lynn Short, chair of the Executive Board. The chair made brief welcoming remarks and introduced the first agenda item.

APHA Membership Discussion – Lynn Short, RDH, MPH

The Executive Board discussed APHA's current membership situation, and passed the following motion:

The Executive Board feels strongly that now is the time to shift the Association's membership priority to engagement and retention, incorporating the new strategies voted on by the Governing Council at the 2016 Annual Meeting. This in no way suggests that we would suspend routine recruitment activities, but rather is intended to shift the idea of members size, growth and sustainability to a pathway that is more dependent on engagement and retention rather than on generating a stream of new members who may not continue their membership. This "depth" oriented strategy may actually have an effect on enhancing the brand and increasing our impact.

Chair Short made brief concluding remarks, and hearing no further business, adjourned the meeting.

The next meeting of the Executive Board will take place
January 8 – 10, 2017 in Washington, D.C.