

**Jefferson County Health Alliance
Steering Committee**

April 14, 2021 1:30-3:30pm

Minutes

Meeting Objectives:

- Determine Chair and Vice Chair of the Alliance
- Determine hiring process for Manager position
- Agree on consultant for Alliance branding
- Agree on initial 90-day action plan toward community inclusion

Participants: Mel Maendel, Sophie Thomas, Chuck Ault, Shannon Burk, Robyn Lupa, Hilda Gehrke, Rachel, Cara, Fran Taffer, Susan Todd, Don Bechtold, Amy Sciangula, Ben Wiederholt, Kiara Kuenzler, Mary Berg, Heather Dolan,

Time	Activity	Action
1:30-1:45	<p>Welcome – The group provided reflections on the Community Inclusion Event, including:</p> <ul style="list-style-type: none"> - Inclusion is an action and not something that is the absence of exclusion. - That we can introduce ourselves to create a sense of belonging – not about our title, but about what we are passionate about. We can be intentional about being personable and relatable. For example, Hello I am _____. I live and work in Jefferson County and I am passionate about... - We would like inclusion to become something we do and live by rather than something extra. - We can be mindful of the language and jargon we use and convey our point more clearly. - Being aware of how we describe folks and not be afraid to get it wrong and grow. - Reality of implementing community inclusion is challenging. We can do little things at the beginning, but to really center ourselves in community will take repetition and the building of muscle memory. - Truly engaging people takes a shift in power dynamics and timelines must be longer. 	None
1:45 – 1:55	<p>Voting for executive positions</p> <ul style="list-style-type: none"> - Agreed Lynnae Flora should continue as Chair - Agreed Chuck Ault should continue as Vice Chair 	None
1:55-2:25	<p>Old business</p> <ul style="list-style-type: none"> - Staffing – The Staffing Committee is working with Public Health to post the Alliance “manager” position. The Steering Committee suggested the following updates to the hiring process. <ul style="list-style-type: none"> o Action Team partners should be involved in the 	Staffing: Kelly and Rachel will ask action team members for 1) their input on the

	<p>hiring process sooner than later.</p> <ul style="list-style-type: none"> ○ Staffing committee will seek broad Alliance input in the job posting, including preferred qualifications and supplemental questions. ○ After the job is posted, the Hiring decision-making process will entail <ul style="list-style-type: none"> ▪ HR review of applications for those that meet the minimum qualifications. ▪ A group of Alliance partners will review and rank applications ▪ Depending on the number of top candidates, the final selection process is expected to be multi-step. <p>- Branding (see Appendix A for details of the review process)</p> <ul style="list-style-type: none"> ○ Group agreed to work with Door 4 for their identity and branding work. The Review Team recommended Door 4 due to its emphasis on collaboration throughout the brand development. ○ In the future, the Alliance will strive for a more equitable process for soliciting proposals that leads to diverse applicants. 	<p>ideal qualities of the Alliance manager; 2) volunteers to be part of the resume review or interview panel. Heather and Kelly will regroup with the staffing committee to fine-tune the process.</p> <p>Branding: Kelly will work with JCPH to execute the contract with Door 4 and begin to create a timeline for the work.</p>
2:25-2:55	<p>New Business</p> <ul style="list-style-type: none"> - Community Inclusion - The group confirmed its commitment to its 90-day action plan. By the 2nd week in June, all Steering Committee members will join/participate in an organization or group of which we know little about to listen and learn. If someone is already active with a group and has limited time, they might consider participating in a new way with that group. - Community Assessments - During the May meeting, Kelly and Rachel will forward a conversation about the Alliance's involvement with community assessments, inclusive of Lutheran, St. Anthony and Public Health's Community Health Needs Assessment and other assessments happening in the county. - Results Based Accountability (RBA) Training Overview – Several Alliance partners are participating in the RBA training offered by Community First Foundation and lead by The Civic Canopy. The Alliance uses RBA to evaluate its work. Information can be found by members on our Civic Network site. 	<p>Rachel to complete overview of community assessments in Jefferson County.</p>
2:55-3:15	<p>Covid19: vaccination and recovery planning</p> <ul style="list-style-type: none"> - Lutheran soon to open a clinic in Colorado Mills. - Stride is still operating a clinic in a RTD garage - Hilda and others will be honored at the Public Health 	<p>None</p>

	<p>Champions event at 10 on April 15th.</p> <ul style="list-style-type: none"> - Public Health is starting vaccination to those experiencing homelessness - Jefferson Center has low supply, but continues to reach out to their clients. - Jefferson County Board of Health gave kudos for the collective effort among partners to get Jeffco Public Schools personnel vaccinated. 	
3:15-3:30	<p>Action Team updates</p> <ul style="list-style-type: none"> - Culture of Connection looking to focus on strengthening Alliance infrastructure to meet its goals. - Collaborative Funding is building out a pilot project. 	None
	<p>Business</p> <ul style="list-style-type: none"> - No budget update this month as Public Health is transitioning to a new accounting system - Next meeting: May 10, 2021 	None

Appendix A: JCHA Branding proposal review process

Sophie, Fran, Susan and Kelly reviewed proposals received by marketing/PR firms to help the Alliance develop its brand. Lynnae was engaged throughout the process and offered insight and feedback as well. This Review Team reviewed proposals, interviewed the top two candidates and checked references on their first choice. Based on this review, the team is recommending the Alliance work with Jonathan Mischke with Door 4, door4.org.

The following is a summary of the group's decision-making process and links to examples of Jonathan's work.

The decision-making process:

- Kelly reached out to potential candidates recommended by steering committee members and web search. She forwarded the JCHA proposal request to 4 of the 5 firms she spoke with. (The fifth firm didn't feel like a good fit nor did they follow up on the phone call indicating interest.)
- Three of the 4 firms provided proposals. The fourth firm did not have the capacity to respond to our request, but forwarded our request to a colleague. In total, we received 4 proposals, ranging in cost from \$5,000 to \$60,000, though all had similar proposed deliverables.
- From there, the Review Team reviewed proposals using an objective scoring rubric. Two of the top three firms were extended a formal interview offer. The third firm's proposal scored very well in the rubric, but proposed a very high budget (\$60,000). Kelly held an informal conversation with the firm to discuss ways to lower the fee, but it was not possible.
- The Review Team interviewed two firms on March 23rd. Both firms were excellent and the reviewers felt, "we couldn't go wrong with either one." When weighing what was needed right now within the Alliance, however, the team unanimously agreed that the firm that emphasized coaching and collaboration along with the visuals provided us what we needed right now. Door 4's emphasis on empowering all Alliance partners to see themselves as champions of our partnership stood out to the Team.
- The budget of the recommended candidate is \$11,800, which leaves plenty of our budgeted \$60,000 marketing and communication funds to establish future contracts.
- From there, Kelly reached out to the final candidate's references. All of them (5 references) gave glowing reviews and four of them have continued working with him past their initial contract, and one is trying to find the funds to work with him on his other businesses. The following is some of the feedback from references.
 - "I cannot say enough good things about Jonathan...Branding is one thing, but he was completely present during the process."
 - Folks noted the identity work really empowered them to succinctly articulate what it is they do to any audience and provided clarity for themselves, personally, as business owners and directors.
 - They all had different experiences with the number of people involved at different stages in Jonathan's process and how learning was filtered back to a larger number of stakeholders. This implied that Jonathan is good at adapting to the specific situation and needs of his clients.
 - When asked via email if he had to do it over again, would he work with Jonathan, a reference said, "Absolutely, a YES!!! Jonathan is extremely talented and pours his heart into his work with clients. I have worked with him on multiple projects and referred him to other clients of mine. I believe you and your team would enjoy working with him."

- “We’ve had a great experience working with Jonathan and I would highly recommend him. He is super attentive and deeply engaged in all of his projects. One thing that I think differentiates him from others is that he really cares about your mission and purpose. We’ve tried to work with some other marketing/branding firms and I’ve always felt like we could be anyone – like they just want to apply their method to us but not really understand us. Jonathan set the bar really high for expecting otherwise. He’s extremely creative and had a great sense of design, which I think really blends two amazing skills together. I always say anything that is beautiful about VNL is because of Jonathan!”

Door 4’s proposal is attached. Additionally, the following are examples of Jonathan’s work.

- www.HNcollective.org
- www.Taddikentree.com
- www.optitude.co
- www.Hipmeproject.org
- www.visiblenetworklabs.com

What would be next:

- If approved by the Steering Committee, Kelly will work with the contractor and JCPH to set up a contract to be signed at the May BOH meeting.
- Kelly would work with the contractor, Steering Committee and other action team partners to set up a timeline for the work that will take place over the 5 months after the contract is signed. This work is expected to entail weekly meetings with Alliance staff (at a minimum), and then targeted meetings throughout the process with Alliance partners and Steering Committee members.