

MINNESOTA RURAL HEALTH ASSOCIATION

Board of Directors Meeting

March 15, 2010

12 Noon Conference Call

MINUTES

Attending: Tim Stratton, Laurissa Stigen, Allison Lunde, Jim Dregney, Tiffany Yen, David Borgert, Jenny Schlagenhaft, Darrell Carter, Mark Schoenbaum, Judy Neppel

Excused: Karla Weng, David Brenne, Jenni Lohse, Marnie Moore, Jill Myers, Ray Christensen, Liz Quam, Maddy Forsberg, Barbara Muesing, Jack Geller, Robin Weis, Duane Nelson

1. **Call Meeting to Order:** President Stratton called the meeting to order at 12:05PM.
2. **Approval of Minutes from February 16th Meeting:** Motion to approve as presented made by Tiffany Yen. Seconded by Allison Lunde. Approved unanimously.
3. **Business Arising from Minutes:** none
4. **Old Business:** President Stratton discussed the Mission and suggested that the Board consider going back to the simple statement as follows: "*Bring together diverse interests to address rural health issues and advocate for and with rural Minnesotans*". He suggested that the Mission and Vision statements be circulated to the Board for their consideration and input. Action for acceptance on the Mission and Vision statements will be made at the April or May meeting.
5. **New Business:** President Stratton called on each of the Committee Liaisons to update the Board on their committees' activities.
 - **Membership Committee:** Jenny Schlagenhaft reported that she called a planning meeting on February 9 with Allison Lunde and Judy Neppel to assess the history and current situation with membership. They reviewed the data and discussed improving communications with the membership, perhaps surveying the membership to assess satisfaction, and strategies to enhance membership. Schlagenhaft called a meeting of the full committee for March 30 via conference call. She discussed the possibility of a face-to-face meeting of the committee at the Rural Health Conference in June. Following the initial meeting, Allison Lunde used the membership data to develop graphics (data maps) of the membership distribution. That information will be used to when establishing the strategic direction of the committee. Schlagenhaft asked if there was a budget for membership development. President Stratton suggested the

committee develop a work plan and identify the money needed to accomplish the plans outcomes. The Board can then act on the request. Allison Lunde offered the Board the use of the maps she's developed. They need only request them from her. Legislative districts could be added, for example, and could be useful to the Advocacy Committee.

- **Education Committee:** In the absence of Karla Weng, Judy Neppel reported that she and Karla have met to discuss the work of the committee. Karla requested the membership list, which was sent. She intends to recruit additional committee members from that list. They discussed additional cyber conference topics for the remainder of the year. There were topics and individuals who could deliver the cyber conferences identified and contact will be made. Stand by for further information.
- **Finance Committee:** no report
- **Advocacy Committee:** no report
- **Structure Committee:** no report

President Stratton brought to the attention of the Board a call he received from a public relations firm, hired by AT&T, to alert the public that there are regulations being written at the federal level to open internet access to data, requiring companies such as theirs to become more transparent in how they manage data flow. The concern is that all internet traffic will increase significantly and access for any type of data will be equal. The equalized and increased traffic could create significant issues, if for example, if a physician was attempting to download digitized patient records and is competing for internet access with people playing games. President Stratton will forward to the Board additional information regarding this issue. He is not asking the Board to take a position on this issue at this time but will do so after they've had the opportunity to review the information he'll send. The NRHA has endorsed AT&T's position on this issue.

President Stratton asked Mark Schoenbaum if there's any news to report on the legislative issues important to MRHA. He responded that the work on GAMC is complex and is working its way through the process. He mentioned that 17 hospitals have been identified to receive funding to provide services to patients qualifying for GAMC. Some of those hospitals are rural. The bill is being debated by the Senate Finance Committee.

6. **Adjournment:** The meeting was adjourned at 12:45PM.

Next Meeting is scheduled for April 12, 2010.

Respectfully submitted,

Judith Neppel, Secretary

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