



## **MEHA BOARD MEETING**

August 11<sup>th</sup> 2015

12:00 to 4:00 PM

St. Anthony Library Meeting Room

2941 Pentagon Dr. N.E., St. Anthony, MN 55418

### **Call to Order:**

Quorum: 6 of 11 required.

Meeting called to order by Sadie Pulk at 12:11PM

**President:** Sadie Pulk

**First Past President:** Jim Topie

**Second Past President:** Kim Carlton

**Member at Large:** Greg Abel

**Third Year Director:** Sharon Smith

**Vice President:** Nicole Hedeem

**President-Elect:** Jeff Luedeman

**First Year Director:** Valerie Gamble

**Secretary:** Ryan Lee

**Second Year Director:** Kris Keller

**Treasurer:** Eric Freihammer

### **Introductions:**

Sadie Pulk – Target Corp

Jessica Jutz – City of Bloomington

Caleb Johnson – Hennepin County

Jeff Brown – City of Edina

Karen Casale – Casale Consulting

Eric Freihammer – MDH

Jesse Hennes – Washington County

Sharon Smith – MDH

Ryan Lee – MDH

Nicole Hedeem – MDH

Valerie Gamble – MDA

**Agenda Approval:** Hedeem made the motion to approve the agenda; Gamble seconds, the motion carries.

**Secretary's Report:** The minutes from the June meeting were amended to account for grammatical and spelling errors.

**Minutes Approval Motion:** Hedeem motioned, and Gamble seconded, the motion passed to accept the minutes as amended.

**Treasurer's Report:** Certain security issues were brought up to the board. The technology committee will look into better securing MEHA resources. A two-year subscription was made for the current website provider.

Eric asked for an update to committee and other budgets. No one noted any changes at the time. Mary Lauren Olson Scholarship information was requested by Eric, numbers are to be provided to him.

**President's Report:**

Discussion between Nicole and Caleb about the scholarship numbers, information will be provided to Eric.

The April minute meetings include the correct budgeting values. The budget should reflect the correct items.

The president's budget and the MEHA to NEHA budgets should follow across on their own budget line, not condensed.

Hedeen motioned to accept changes to the budget, Gamble seconded the motion. The motion carried.

The new NEHA president has generated excitement regarding the future of NEHA. President and president-elect attend meetings at NEHA, our finances are stable, and our numbers are strong. We have the support, and we can push ourselves to the next level of excellence.

State agencies and delegations had a strong showing at MEHA.

**Committee Reports:**

**Awards:** No Report.

**Conference Planning:**

Jessica: Report, bill from Arrowwood Resort finally in. Net cost totaled nearly \$7,000. The price charged to attendees did not cover the per person cost due to MEHA subsidies, which follows the goal of spending down the buffer while providing quality services.

No fall conference because Iowa is hosting the NEHA regional. Dates for winter conference to be discussed in new business.

**Finance:** No separate finance committee report.

**History:** No report.

**Legislative:** No Report.

**Marketing Report:**

The marketing and publicity committee met on July 15<sup>th</sup> along with the Outreach Committee.

MEHA has been registered for the Government and Non-Profit Career fair on October 23<sup>rd</sup> at the University of Minnesota Twin Cities Campus.

The committee will be purchasing some table runners within the next two or three months for use at events and conferences, with money budgeted for this purpose.

Committee members are attempting to organize a volunteer event for members, with the likely opportunity being some sort of shore line cleanup event sometime in October. Membership will be notified as soon as details are finalized.

**Membership Report:** Casale: After the most recent updates, we have 402 members. Since the June board meeting we have added five new members (four active and one student), however four members lapsed in May and June. Getting members to update their membership profile is a continuing problem.

The list of members whose membership expired between January 1, 2015 and June 30, 2015 is attached. Please continue to make personal contacts with as many on the list as possible. We have had a good response to personal contacts and have generated several renewals of lapsed members. We are continuing to develop correspondence to lapsed members to encourage renewal.

Please continue to monitor the lists of members interested in committees or the board of directors. The lists are attached.

**Newsletter:**

**Board and Committee Members:** I am working on the Fall MEHA newsletter. Please send me any pictures from the spring conference or other events (such as the State Fare), articles of interest, and people news.

**Nominations:** No report.

**Outreach:**

Caleb Johnson brought up the idea of table runners, soliciting ideas for comical environmental health slogans, and other MEHA swag such as handouts, T-shirts, contests, water bottles, and mugs. Outreach is in talks with the St. Paul Saints about a theme night. Other possible events include an Opens Arms event the food group and or shore line cleanup.

President suggested talking with Jeff Luedeman about how to plan goals for the committees to best direct the committee's purpose and function.

**Publicity Marketing:**

Jeff registered for the Public Affairs Job Conference at the University of Minnesota Twin Cities Campus. Discussion on banners and the inclusion of our logo. Student membership is included at these student events. Sign for the conference and the banners will be looked in to by publicity and outreach. Portable and postable banners suggested.

**Registration:** Our summer sessions are continuing on a monthly basis. Our next session will be Tuesday, August 25, 2015 from 12pm–3pm at the Fridley Community Center. We will cover Response/Disaster Sanitation.

**Resolutions:** No Report.

**Scholarship:**

Goals discussed for next year's scholarships. A handout for the student events. Signup ups including email gathering for a job shadowing for a day was brought up as a suggestion. Committee is meeting with the U of M to talk about scholarships. Committee brought up that members can present their posters for free(students), and that it should be brought up to students that they can present their

posters (in general). The annual University of Minnesota School of Public Health Graduate Student Orientation MLO Scholarship Informational Presentation will take place on 9/2/15 at the U of M.

**Student:** See [Scholarship Report](#), above.

**Technology Report:**

Updates to the website meeting did not occur yet. Ideas welcome for the tech committee. September is the tentative time for meeting regarding the website layout, which will be open to attendees. Looking for someone to work on Twitter and other social media to improve MEHA's outreach. Relevant posts welcome. Google Analytics: consistent 3,000 views per month. Job postings are the leader in our websites usage. Discussed how to post board documents online for board members only. Limitations based on employer website restrictions, and Wild Apricot may not have the needed security systems. One go-to spot for documents is preferred. FoodShield looked up, but it needs to be specific to food.

Google Analytics reports on MEHAonline.org for June and July are attached.

Also attached is a year-to-date summary of web hits. The main page, job postings, and the spring conference (the one that says "/node/530") are our bestsellers.

The committee welcomes Ryan Lee (aka MEHA Secretary) to the committee.

The committee is looking for a social media expert to maintain the MEHA Facebook and Twitter pages, and to explore the idea of using other social media platforms as well. Ideas on how to recruit?

The meeting to talk about redesigning the website has not yet happened.

**President-Elect's Report:** No report.

**Old Business:** No old business.

**New Business:**

**Agenda Item 1: Possibility of Public Health Official Exchange Program:**

Caleb, down in New Zealand with the Ministry of Health (job exchange). They have employees in public and environmental health. Might be useful to set up a program for job swapping.

**Agenda Item 2: Shore Line Clean Up:**

Caleb Johnson: October 3<sup>rd</sup> give as a shore cleanup date. Committee is looking for volunteers for the event. Location: Frontenac Park, South Red Wing.

Outreach group has discussed possible dates. Application needed for the park pass waiving fee. Half day of cleanup, and pavilion could be reserved for the group for food afterwards. Gloves and sanitation items may be needed.

Announcement to ask for people willing to drive and for those with MN State Park passes.

Signup suggested to ensure there is interest and/or commitment for the event.

Boat launch park-and-ride nearby could be used as a point from which to shuttle people without park passes to the event.

Adopt-a-Stream idea brought up as another event depending on the success of this cleanup.

**CONFERENCE PLANNING:**

The conference planning committee is searching for a date and location for the winter conference. We are considering Thursday, January 28<sup>th</sup> or Thursday, February 11<sup>th</sup>. Please let us know of any conflicts with either of these dates. Once we have a date and venue chosen, we will reach out to speakers so your ideas on topics or speakers are appreciated. We plan on hosting the third annual poster session at this conference. -

Attached is the final summary of expenses and income for the spring conference which was held in May. As a reminder, the board voted to pay for the snacks and lunches for registered members. The net cost of the conference was \$6,948.17.

**Announcements:**

**Upcoming Meetings:** next meeting will be on October 13<sup>th</sup>, 2015. Location to be decided.

**Adjourn:** Meeting was motioned to adjourn by Hedeem, Seconded by Lee. The motion carried and the meeting was adjourned at: 1:32 PM.