



YCCO Board of Directors – Minutes
October 16, 2023 from 3:00 P.M. -5:00 P.M.

BoD Present: Dennis Gray, Gil Munoz, Jeff White, Jordan Robinson, Lindsey Manfrin, Mary Starrett, Paul Kushner, Rony Lucas, Sheila Waldron, Suey Linzmeier, Vickie Ybarguen

BoD Absent: Michael Mulkey, Raji Mathew, DDS

YCCO Staff & Guests: Dan Cushing, DeAnn Carr, Holly Nettles, Jenna Harms, Jennifer Richter, Jim Rickards, Kristty Zamora-Polanco (OHA), Larry Soderberg, Rod Meyer, Seamus McCarthy, Shanna Eide, Shannon Buckmaster

Scribe: Griselda Esquivel

1. Call to Order – Jordan Robinson

Quorum – Met

2. Approve Consent Agenda (D, I, P) Jordan Robinson

- September 2023 BoD minutes
- Executive Brief
- August 2023 Finance Summary

Motion to approve Consent Agenda:

First: Jeff White

Second: Lindsey Manfrin

Dennis Gray: Yes

Gil Munoz: Yes

Jeff White: Yes

Jordan Robinson: Yes

Lindsey Manfrin: Yes

Mary Starrett: Yes

Michael Mulkey: Absent for vote

Paul Kushner: Absent for vote (arrived at 3:20 p.m.)

Raji Mathew, DDS: Absent for vote

Rony Lucas: Yes

Suey Linzmeier: Yes

Vickie Ybarguen: Yes

3. Public Comment

No public comment.

(Continued from page 1)

4. REALD Health Equity Metrics (I, P) Jenna Harms, Jackson Ross

Power point presentation on the following topics:

- Overview of Equity Metrics
- 2022 Incentive Metrics Final Results: 100% Payout
- Spanish speaking members generally have higher rates on health measures than English-speaking members
- Children with a disability generally do as well on metrics as children without, while adults have significantly lower rates
- Members with a disability did worse on cervical cancer screening

Discussion was had about a disconnect on cervical cancer screening. Research will be conducted.

5. Brand awareness update (I, P) Seamus McCarthy, Dan Cushing

Highlights of presentation:

- Baseline Data, May 2023
- Message concepts
- Message Timeline
- Billboards (Three billboards booked in a 12-month contract)
- Social Media Posts & Ads
- Radio Spots 30s & Clickable Banners (Spotify & Pandora)
- Yamhill County Transit System: Posted on bus transportation
- Direct Mail: Free Preschool
- Next Steps: Implement additional venues (vehicle wraps, OPB radio, digital display ads), continue updates messages according to timeline, Re-survey to measure progress toward goals.

Continued discussion:

Discussion was had about how we can incorporate cancer screening on these communications?

Discussion was had about substance abuse disorder. Treatment down by one hundred people. How can YCCO partner with public health?

Discussion was had on how we can target Latino men in the community. Suggestion for YCCO to partner with head start on sending a letter.

Members of the public, staff, and guests were excused at 3:50 P.M.

6. Executive Session:

Meeting Adjourned 5:10 p.m.

Respectfully submitted,
Griselda Esquivel, Executive Assistant

Next meeting: Monday, November 20, 2023, 3:00 P.M.-5:00 P.M.