

MINUTES
Foundation Planning Task Force
Communications Sub-Committee
September 5, 2017, 6:00 p.m.
Mayor's Conference Room

The meeting began at approximately 6:00 p.m.

Sub-Committee Members Present

Michael Bentley, Erin Murphy and Vicki Smigelski

Not Present:

Katie Collin and Phyllis Dykes

Others Present

Shannon Strachan, Executive Assistant to Mayor

Melissa Garrett, Community Relations

1. Michael Bentley opened the meeting and suggested that the first item of business should be the nomination of a chair for the Communications Sub-committee. Michael Bentley agreed to be the Chair unless others were interested. Michael Bentley was unanimously appointed Chair.
2. The chair suggested the first order of business was to confirm the purpose of the subcommittee. The group acknowledged that they felt the public is confused about what the task force is doing and its progress. All were in agreement that their work was being captured on the city website however there was no communication out to the community to let them know the information is available. Vicki Suggested that the city website landing page for the Foundation Planning Task Force needed to be updated and might be a good place to provide an on-going summary of the work/progress of the task force and capture Frequently Asked Questions. Keeping this page updated continually would be something this committee could do. Vicki Smigelski volunteered to create a summary of the task force work since January.
3. The group talked about offering an electronic method for residents to submit Questions to the task force. Melissa Garrett acknowledged that she could add this option on the Task Force city web page. It was agreed that questions would come in through Community Relations and a list of the questions would be provided to the Communications Subcommittee on a weekly or bi-monthly basis depending on the amount of activity.
4. A discussion about how frequently there should be a task force summary update was had. It was decided that the group did not want to be bound to a set schedule but would update the work summaries as valuable work is completed, for example, when the Community Engagement report comes out at the October 19, 2017 meeting.
5. There was further discussion about who the target of these communications would be. It was agreed that everyone in Lakewood is the target. Some of the various ways discussed to disseminate information was:
 - a. Social Media
 - b. Water Bills

- c. Senior Newsletters disseminated by the Division of Aging
- d. Website

A discussion was had about utilizing press releases. It was determined that the media was not the target of the communication, but the media might help in the dissemination of information. For example: Lakewood Patch. The committee agreed it would be important to connect with other community organizations and each of the task force members to solicit their help in disseminating electronic/social media news from the task force. Examples were: Chamber of Commerce, LakewoodAlive, Downtown Lakewood Business Alliance and others.

- 6. The group talked about who should be the media point person to answer questions from any of the information being disseminated. It was determined that Erin Murphy, Chair of the full task force would be the media spokesperson. Erin indicated that she was the public information officer in her current job so this would be a familiar position for her.
- 7. Action items for follow up:
 - a. Vicki Smigelski to write up a summary of task force work and progress thus far and send the summary to the full Communications Subcommittee for comment sometime during the week of September 11, 2017.
 - b. Erin to write up talking points after receiving the summary.
 - c. City to create a method of submitting questions on the FPTF page on the city website.
- 8. Mike indicated that an additional meeting would be scheduled as needed.
- 9. Meeting was adjourned at approximately 6:55 p.m.



September 11, 2017

Shannon Strachan, Secretary

Date

September 5, 2017 Meeting Minutes
Documents Attached

- 1. September 5, 2017 Meeting Agenda
- 2. SLH/Watchdog Group Questions

FPTF Communications Subcommittee Agenda- 9/5/17

- Appoint Chair
- Purpose, Priorities, Targets
 - What are the reasons we are communicating?
 - Are there specific topics we want to address?
 - Who do we want to engage with?
 - How will we address blowback?
- How to Communicate
 - Social Media
 - Press Releases
 - News outlets (Cleveland.com/Patch/Observer/Sun)
 - Water Bill
 - Public Forums
- Who will communicate?
 - Assigned member of subcommittee?
 - Randy?
 - City Hall?
- FAQs
 - Do we allow citizens to send in questions, similar to hospital site development?
 - Answering the SLH questions
- Next steps

Dear member of Lakewood Health Foundation Task Force,

Citizens in Lakewood who opposed the closing of Lakewood Hospital (48.5%) have been thinking of how the creation of a Health Foundation might contribute to the health of our community. They suggest:

- Members of the Health Foundation should complete a conflict of interest questionnaire and disclose to the community any potential conflicts? People representing organizations seeking grants from the foundation, should not be on the health foundation board.
- In previous meetings of the Task Force, questions were asked regarding the terms of the master agreement. Would it not be proper to request Michael Meehan, legal counsel to the CCF or Kevin Butler legal counsel for the city of Lakewood to provide an interpretation in WRITING of any ambiguous term(s), instead of leaving the question(s) unanswered?
- Sharing information is very important so that health improvement efforts are not duplicated in our community. How will that happen?
- Improve transparency about the meetings currently being held. Minutes should be posted within 48 hours of ALL committee meetings.
- What will be the checks and balances built into the organization of the Health Foundation so that the citizens of Lakewood have accountable board members? Approximately half of the board members in Health Foundation should be drawn from voters who opposed the closing of the hospital.
- Public officials should appoint the members of the health foundation. Will a member of Lakewood City Council be on the Health Foundation Board? Staggered term limits of no more than 4 years should be instituted to refresh the composition of the Health Foundation board. Consecutive terms should be restricted.
- Transparency about the grant making process is essential. How will that be accomplished? How will the foundation disperse information beyond the required IRS990 form?
- The new health foundation should be classified as a Grant Making PUBLIC Charity as opposed to a private foundation?
- The Health Foundation should hold public meetings on a regular basis? Will there be a website? Quarterly reports should be prepared & communicated to the public via the PD, Sun Post, Lakewood Observer & the water bill.
- Goal & strategies need to be clearly stated in order to gauge success. How will assessment and evaluation of the grants be conducted? Will that process be open to the public?
- The new Health Foundation should limit the power of the Cleveland Clinic to appoint board members & make decisions regarding fund disbursements?
- How can formation of the Health Foundation be done in a way to prevent the use of the "Easy Button" and absorption by the Cleveland Foundation?
- What percentage of funds dispersed will be used to improve health outcomes in Lakewood vs. the "region"?

Thank you for your attention to these matters.