

Eastern Iowa MH/DS Region
Governing Board of Directors Board Meeting
Scott County Administrative Center
Room 605

Meeting held in person or by phone/computer through Zoom
December 19, 2022
3:00-5:00pm

The MH/DS Governing Board of Directors meeting was called to order at 3:07pm by Chair Beck. Beck, Irwin, Smith, Sorensen, Willey, Nauman (via Zoom) and Roome were present. Absent: McGovern. Fiscal Agent: David Farmer, Present. Management Team Present: Elam, Tischuk, Bopes, Toppert, Eskildsen and Gradert. Guests Present: Jen Craft, Jill Westhoff, Gary Metivier, Frank Grijalva, Charla Hollowell, Wade Stierwalt, Michael Terry, Sabrina Kozuszek Earl, Denise Beenk, Angela Ganzer-Bovitz and other call-in guests not identified.

Moved by Sorensen, seconded by Smith to approve the agenda as presented. Ayes-Beck, Irwin, Smith, Sorensen, Willey and Roome.

Moved by Willey, seconded by Irwin to approve the minutes from the November 21, 2022 Governing Board Meeting. Ayes-Beck, Irwin, Smith, Sorensen, Willey and Roome.

David Farmer, Fiscal Agent, presented the Statement of Revenues, Expenditures and Changes in Fund Balances/Governmental Funds for the Eastern Iowa MH/DS Region for the period ending June 30, 2022. David shared that all Iowa Counties are required to report to the Department of Management their GAAP (Generally Accepted Accounting Principles) Reporting by November 30, 2022. David shared that the numbers on the report can still change during the auditing process by external auditors or internal accountants. David shared that the Fund Balance for end of year FY22 should be \$0.00 per State Guidelines. David shared that the updated numbers on the sheet presented are not much different from the numbers on the previous sheet he had reported. David shared that he will follow up with each individual county to let them know what he has presented because there are counties that classified some of their payments to the Region as Administrative Expenses rather than Payments to Fiscal Agent. David shared that effective June 30, 2022, the Fund Balance for each individual county is \$0.00 and the combined Fiscal Fund Balance is \$7,599,000.00. David shared that as of June 30, 2022, the Regional Fund Balance from all five (5) counties combined is \$6,246,041.00. David shared that as of June 30, 2022, the Total Revenues is \$11,486,613.00 and Total Expenditures is \$9,036,237.00. David shared that the Region added \$2,450,376.00 to the Fund Balance for FY22. David shared that he sent an update to the State today on behalf of Lori Elam, CEO. Lori Elam, CEO shared that since the numbers on the Statement of Revenues, Expenditures and Changes in Fund Balances/Governmental Funds for the Eastern Iowa MH/DS Region for the period ending June 30, 2022 have changed she will have to update the Fund Balance Certification Letter and she will also need to update the Annual Report. Lori shared that she will bring these documents to the January Governing Board Meeting for approval so she can submit the documents back to the State.

David Farmer, Fiscal Agent, presented the Statement of Revenues, Expenditures and Changes in Fund Balances/Governmental Funds for the Eastern Iowa MH/DS Region for the period ending November 30, 2022. David shared that the Region Assets Total as of November 30, 2022, is \$10,476,512.61. David shared that the Budget Revenue Amount for the Region as of November 30, 2022, is \$11,388,296.00 and the Actual Revenue Amount received as of November 30, 2022, is \$5,755,940.77. David shared that the Fund Balance for the Region as of November 30, 2022, is \$9,858,728.41. David shared that as of November 30, 2022, Actual Expenditures for the Region is \$3,496,212.43. David shared that as of November 30, 2022, the Region Fund Balance Percentage is 60.33%. David shared that the Region will get the full State Distribution Payment in January 2023 due to the timing of the reports sent to the State. Discussion was held. Moved by Smith, seconded by Willey to approve the Regional Financial Reports as presented. Ayes-Beck, Irwin, Smith, Sorensen, Willey and Roome.

Discussion was held to change the January and February Governing Board Meeting dates to the following: January 23, 2023 at 3pm and February 27, 2023 at 3pm.

Lori Elam, CEO, presented the updated FY23 Challenge to Change, Inc. Agreement to the Governing Board to show the final contract amount of \$433,817.33, which includes the additional \$51,017.33 that was added for the Region to cover the cost of the remaining six (6) months of the Davenport and Bellevue School contracts (October 2022 thru June 2023). Moved by Sorensen, seconded by Irwin to approve the updated FY23 Challenge to Change, Inc. Agreement as presented. Ayes-Beck, Irwin, Smith, Sorensen, Willey and Roome.

Lori Elam, CEO, presented the updated FY23 Growing Forward Together (GFT) Agreement, Trauma and Society, to the Governing Board to show the breakdown in Attachment A of the Rates and Services. Moved by Irwin, seconded by Sorensen to approve the updated FY23 Growing Forward Together (GFT) Agreement, Trauma and Society, as presented. Ayes-Beck, Irwin, Smith, Sorensen, Willey and Roome.

Gary Metivier with Metivier Media, shared updates on the Marketing Campaign for the Eastern Iowa MH/DS Region. Gary passed out the Eastern Iowa MH/DS Region "Crisis, Call, or Click" Magnets. Gary shared that there is a QR code on the magnet that when scanned with a cell phone camera, will direct people to a landing page that will give them the option to call the Mobile Crisis Line or visit the Eastern Iowa MH/DS Region Website. Gary shared that Phase 1 was the Crisis, Call, or Click Campaign that was launched to simplify the messaging for our community to know that there is help available and directs them where to go. Gary shared that there was a broad marketing strategy for Phase 1 and shared a breakdown of the number of commercials over television and radio stations. Gary shared that for Phase 2 he has been working with The Gray Matters Collective, which is a non-profit organization led by Haley DeGreve. Gary shared that The Gray Matters Collective is setting up groups in high schools and colleges to help students learn about mental illness and to help spread the word that there are mental health services available. Gary discussed the "Move the Magnet" Campaign, which will also help spread the word about the mental health services offered in the Region. Gary presented the first Eastern Iowa MH/DS Region "Crisis, Call, or Click" Commercial to the Governing Board that is geared towards college students. Gary shared that this is one (1) of four (4) pieces that he is working on with the college and high school age groups to help introduce the new services in the Region. Gary shared that on the same day as shooting this commercial he was able to shoot enough video to produce five (5) short videos and five (5) different commercials.

Gary shared that for the next piece they will have a high school version of this commercial. After the high school version of the video is released, the third piece will be "How you can help a friend by sharing" and the fourth piece will be "Why you matter". Gary shared that Phase 3 is currently in progress and focusing on the Holiday Season and Winter Season when there is more need for mental health services. Gary would like to have mental health experts on local news programs and experts that the Region can bring in to capture stories, discuss the services that are offered in the Region and how these services have an impact in each of our communities. Gary would like to create a YouTube channel where videos and commercials can be kept in one place and have a link to the YouTube page through the Eastern Iowa MH/DS Region Website. Gary shared that Phases 3, 4, and 5 include an elementary school focus with radio and television commercials geared towards younger children in the Spring. Gary shared that the manuscript for his book "Dragon Flight School" has been written. Gary shared that the book is geared towards helping children solve life challenges. Gary shared that he is proposing a 5-7 page, interactive coloring book to go along with the "Dragon Flight School" book. Gary shared that this book compliments the Challenge to Change, Inc. curriculum. Gary shared that Phase 4 will showcase mental health services in the Region. Gary presented a rough draft of a commercial that showcases a Rainbowdance Training the Region hosted that connects nationally known mental health experts with local, frontline counselors and educators. Discussion was held.

Lori Elam, CEO, presented the Proposed Eastern Iowa MH/DS Region – FY23 Budget Amendment. Lori went through the services listed on the amendment and the dollar amounts linked to each service. Lori shared the FY23 Budget Amendment Grand Total is \$997,792.00. Discussion was held. Moved by Smith, seconded by Willey to approved Proposed Eastern Iowa MH/DS Region – FY23 Budget Amendment as presented. Ayes-Beck, Irwin, Smith, Sorensen, Willey and Roome.

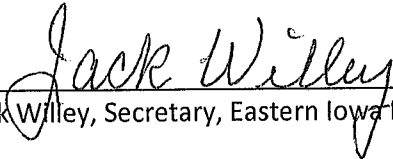
Robert Young Center reviewed the crisis services for the month of November 2022. Jill Westhoff, RYC, reviewed the financials for November 2022. Jen Craft, RYC, went over page 30 of the Eastern Iowa Region Crisis System Monthly Scorecard for November 2022 to share what open employment positions have been filled and what positions are still vacant. Christine Gradert, Coordinator of Children's Behavioral Health Services, reported her activities for November 2022. Christine introduced Frank Grijalva, Director and Founder of Midwest Trauma Services Network to the Governing Board. Christine shared that Frank will be joining her in Clinton January 9 – 11, 2023, for the Sequential Intercept Model (SIM) Workshop. Discussion was held.

Lori Elam, CEO, presented the CEO Report. The full report is included in the Governing Board Packet.

Other: Next month's Governing Board Meeting will be Monday, January 23, 2023 at 3pm in Room 605 at the Scott County Administrative Center.

Public Comment: Rich Whitaker, CEO of Vera French, shared that in the month of November, Vera French saw 183 people for Same Day Access. Rich shared that out of the eleven (11) youth discharged most recently from Multisystemic Therapy (MST), only one (1) discharged unsuccessfully. Rich shared that with MST, 67% of youth that are post-discharge, two (2) years later, are still successful in hitting all of their instrumental outcomes. Rich shared that in the last five (5) months, Vera French has seen the highest number of people facing homelessness that they have ever seen. Rich shared that 90% of people that have gone through NeuroStar Transcranial Magnetic Stimulation (TMS) Therapy at Vera French have seen improvement in their mental health.

Moved by Roome, seconded by Willey to adjourn meeting at 4:47pm.



Jack Willey, Secretary, Eastern Iowa MH/DS Region