

2008 HEALTH SUMMIT STEERING COMMITTEE

JANUARY 8, 2008

10:30 AM – NOON

SITKA COMMUNITY HOSPITAL

IN ATTENDANCE: Doug Osborne, Grace Brooks, Gretchen Clarke, Heather Crondahl, Michael Jenkins, Elisabeth Crane, Anne Williams, Jack Ozment, Penny Lehmann, Charles Bingham.

AGENDA:

1. Facilities
2. Outcomes Committee
3. Finalize Goals and Outcomes
4. Keynote speaker Committee
5. Decide on Keynote
6. Budget and Sponsors

SCHEDULE CONFLICT

Doug mentioned that there was a conflict on Thursday May 15th and that maybe we should reconsider the night for the community dinner. Centennial Hall has limited space available on Thursday the 15th.

We decided to **change the dinner to May 14th** and keep May 15th for smaller meetings (with City and schools?) and potentially use May 16th for big community planning.

GOALS & OUTCOMES

Gretchen went over the Outcomes Committee report – what they want participants to come away with.

Evening event (May 14?): Celebrate and honor; WOW the community with what had been accomplished; present awards, review 2007 summit goals and progress on those; present State of Sitka; minimum of 250 in attendance, representative of Sitka's demographics; televised; buy into the socio-ecological model (which looks like a bulls eye with individual at center, followed by concentric circles of family, community and finally society as the largest all encompassing circle).

Next Day (May 15): Initiatives/action plans to improve health of Sitka; Community buy-in and participation in moving action plans

forward; Action plan based on Socio-ecological model.

There was one goal that still needed to be articulated: building ____ (bridges? To where?) and much discussion over this phrase happened. We all agreed it should be unifying and general. Doug felt like it should account for unique demographics. We tossed around ideas including words like, new, healthy connections, neighbors, Sitkans to Sitkans and decided on (with much help from Kayla) **Building New Bridges in the Community for Wellness.**

KEYNOTE SPEAKER

Next item was the speaker. Active Living by Design, a group out of UNC Chapel Hill was targeted; the deputy director, Mary Beth Powell possibly coming. She's almost confirmed.
www.activelivingbydesign.org

We discussed when the Julies Hughes Triathlon was scheduled and how it would be nice to have a Saturday activity of a fun run or yoga open house to follow the Wed pm - Fri activities.

BUDGET & SPONSORSHIP

Grace provided a handout showing an estimated budget based on last year. The budget is targeted around \$11,000. Gretchen claimed that Chris T. was excited to send letters to solicit funds. A tiered sponsorship level might be a good idea, and a committee should be formed on how to honor the donors and how the letter of request for funds should be crafted.

Sponsorship Committee: Chris T, Elisabeth, Doug

Financial Conduit was decided to be STEPS because they could with 501c3 status and would be willing. There was some mention of having the Community hospital play this role to not overly emphasize SEARHC, but the 501c3 status was in question.

Drop dead date for if we can't raise funding was set for mid- February. Plan is to solicit funds from donors from last year and then move on to new funding sources.

Last year financial donors: Paula Scott Insurance, Premera, Sitka

Medical, Sitka Community Hospital, Steps.

Last year in-kind donors: Center for Community Inc., Mountainside, Sitka Employee Wellness, Sitka Physical Therapy, Sitka Faith in Action, SAFV, Pioneer Home, Public Health, & SEARHC.

New potential donors were: Whole foods, Trader Joe's, Full Circle Farms, Costco, Home Depot, AK Air, Morris Communications (Capital City Weekly & Milepost), Walmart, Hames Inc, Lakeside, cruise lines, hotels, SheeAtika, SEAlaska, City, plus all for profit health agencies in town (dentist, massage, chiropractic, acupuncture etc.)

Next Steps:

- Sponsorship Committee (Chris, Elisabeth, & Doug) will meet.
 - work with SEARHC Corporate Communications to get letter template,
 - determine potential major sponsors, contact them, and get an idea of the contributions they may be able to make.
 - Make a list of local for-profit health providers in Sitka
 - Consider a tiered sponsorship level (e.g. if you give \$1,000, that's the Verstovia level, and you will be appropriately thanked)
 - Consider if there are any parameters around sponsors – any entities that we won't consider asking (e.g. tobacco companies)
- Gretchen will confirm keynote speaker, and get cost
- Each Steering Committee member should call someone who hasn't attended the meetings and invite them to join the committee. (Grace – Mickey @ SMC, Elisabeth – Max Rule, Doug – STA, Gretchen – Connie Sipe)

Next meeting: JANUARY 22, 10:30 a.m. in SEARHC 4th floor board room.