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WHITE RIVER HEALTH DISTRICT
DESCHUTES RIM HEALTH CLINIC
BOARD OF DIRECTORS SPECIAL MEETING
JANUARY 7, 2025 MEETING MINUTES

1605 GEORGE JACKSON RD.
PO BOX 219, MAUPIN OR 97037
www.deschutesrimhealthclinic.org

BOARD MEMBERS PRESENT: David Farris, Allison Bechtol, Ashley Woodside Biesenthal, Melissa Napoli
BOARD MEMBERS ABSENT:
DRHC: Lindsay Roper
GUESTS: Phil Brady, County Commissioner, Steve Grover

I. CALL TO ORDER

The meeting was called to order at 5:04 pm by the Chairman, David Farris

II. PRSENTATION BY ROBIN DENNING: Robin works for Advanced Imagery and is the co-founder of Columbia Community Connections News. She has experience running campaigns and we asked her to join us to present some ideas on how we might create a marketing strategy for the option levy that we will be seeking again in May. Some of the recommendations she made were:

- Polling: after discussing pros/cons we decided this would be price prohibitive
- Survey: in place of polling, create a survey w/QR code to really determine messaging. Melissa, Lindsay and Steve Grover volunteered to draft a survey.
- Create "story-based media" and push out via social media platforms. Create videos with testimonials. Can be done with phone and then edited. Ashley knows someone who can do the editing. All Board members are asked to reach out to potential Advocates.
- It will be important to have a "messaging landing place" for consistent messaging and FAQ. Regardless of method of communication (flyer, news article, social media) all should point back to the "landing page". We will investigate using our current clinic website to see if it can be enhanced for this purpose or if an additional, specific website is needed. Lindsay will review our current site to see if adding an additional page for this purpose is possible.

Follow up discussion will be on the agenda for our next regular board meeting on 1/23/25 at 5:00 pm.

III. CLOSE PUBLIC MEEING/OPEN EXEUCTIVE SESSION: David Farris, Board Chair, closed the public meeting at 5:55 pm.

IV. EXECUTIVE SESSION- Per ORS 192.660(2)(a) and 192.660(7) – "To consider the employment of an officer, employee, staff member, or agent, and matters of employment." Prior to entering the Executive Session, David Farris noted the HB and reiterated that this meeting was open only to the Board and pertinent Clinic Staff, was confidential, and no decisions would be made in the Session. Any documents used during the meeting are confidential and must be destroyed after the meeting's conclusion. The Executive Session was called to order at 5:56 pm by the Chair, David Farris and closed at 6:55 pm.

V. REOPEN PUBLIC MEETING: David Farris, Board Chair, reopened the public meeting at 6:55 pm. No follow up discussion or decisions were made.

VI. ADJOURNMENT OF SPECIAL DISTRICT BOARD MEETING: David Farris, Board Chair, adjourned the January 7,2025 Special Board Meeting at 6:57 pm.

ATTESTATION:

Signed by: Dr. David Farris 7A85EC3D97084BB...

David Farris, Board Chair

Signed by: Allison Bechtol 0194E7B068BE4EC...

Allison Bechtol, Board Secretary