

COUNCIL OF STATE HOME CARE ASSOCIATIONS

Council Board of Directors Meeting (Via Conference Call)

Record of Minutes

Date: 6/19/2015	Members Present:	Chair V. Hoak, Vice Chair J. Kelly, Sec/Treasurer S. Myers, Past President M. Tetterton, D. Chalios, J. Grimes, , J. Glenn, D. Hoyt and N. Oliver
	Members Excused:	T. Rogers,

AGENDA	DISCUSSION	ACTION / FOLLOWUP
Call to order	Chair Hoak called meeting to order with quorum present at 12:02PM EST	

<p style="text-align: center;">WELCOME</p> <p style="text-align: center;">NEW COUNCIL ADVOCACY RESOURCE</p>	<p>Chair Hoak welcomed the Board and reviewed the proposal from the Partnership regarding the offer to the Council to underwrite the resource of the Greenberg Traurig law firm advocacy lead by Nancy Taylor and team.</p> <p><u>Generally:</u> The Partnership offers to the Council of States with complete underwriting cost paid by the Partnership, access to the health care leadership team lead by Nancy Taylor. The framework will be that the Council relationship will be with GT law firm directly, not through the Partnership. GT will provide weekly alerts to the Council, policy analysis, engagement, development of comment letters related to regulatory matters, etc.</p> <p><u>Questions:</u></p> <p><i>1. Why should the Council engage with the Partnership and accept this offer?</i></p> <p><u>Discussion:</u></p> <ul style="list-style-type: none"> • Example issue: SAVE Act - Details, concerns, industry impact, analysis. • Access to direct legal / regulatory advice and offer for a robust dialogue now lacking from other current sources • Opportunity for resource sharing, PR, advocacy and increased Council / State empowerment thru this offer • Discussion of the "gap" currently in information / advocacy / talking points / etc. that necessitates action by the Council to improve industry alignment and focus on priorities as delineated by the Council in conjunction with this offer. • Current lack of preparation / next steps available for States in advocating on the Hill; resonant value of Partnership prepared talking points / one-pager issue briefs and other PR documents to assist with advocacy. 	
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<p>ADVOCACY RESOURCE CONT'D...</p>	<p>2. Is this more of an advantage for the Partnership by engaging the Council/States directly; what does this commit the Council / States to in agreeing to offer?</p> <p><u>Discussion:</u></p> <ul style="list-style-type: none"> No formal agreement; no commitment. Offer is simply an added tool / resource to the Council to increase advocacy efforts through direct contact with highly respected voice on the Hill and with CMS regulators. <p>3. Why engage with GT directly?</p> <p><u>Discussion:</u></p> <ul style="list-style-type: none"> Current perception of industry with CMS is that advocates are "whiners"; respect with CMS is seriously lacking <p>4. Perception of Council acceptance of Partnership / GT offer?</p> <p><u>Discussion:</u></p> <ul style="list-style-type: none"> Proactive decision in a time of great change for the industry Extension of respect and value proposition of State Associations <p><u>Next Steps / Framework Development</u></p> <p>Council Chairwoman Hoak will appoint an small ad hoc group to flesh out the overall framework for working with GT, developing priorities, etc. Framework will then be presented to the full Council. Will include expectations, costs, etc.</p> <p>Framework will include communication, prioritization of top legislative / regulatory issues, overall advocacy plan and preparatory plans for assisting States to best lobby on the Hill related to priority issues as well as to craft responses to proposed rules that address the key issues for the industry with/to CMS. Council may ask GT to assist with setting up meetings and attending meetings with CMS on its behalf in addition to other relative activities.</p>	<p><u>MOTION:</u> It was moved and 2nd to pursue the relationship with GT. Without objection, motion carried.</p> <p>States wanting to participate in developing the framework are asked to email Chairwoman Hoak. Timeline is for Framework to be completed within a few weeks. Framework will include talking points to assist States in sharing consistent messaging regarding new resource.</p>
<p>SUMMER LEADERSHIP RETREAT</p>	<p>Stipends - Council has budgeted for 4 stipends of \$525 each. Retreat brochure - To be finalized and distributed within a few days.</p>	<p>Hoak to finalize stipend request and email to Council.</p>
<p>ADJOURNMENT</p>	<p>There being no further business, the meeting was adjourned at 12:46PM EST.</p>	