

Strategic Planning Committee Report

DATE: 8 November 2023

MEETING TYPE: Teams

BOARD MEMBERS PRESENT: Gary De Gasta (Chair), Peter Fagan, Michael Klopchin, Jennifer Carmichael

INVITED GUESTS: Joyce Scribner, Melissa Jackson, Asa Morin, Robyn Boland

MEMBERS ABSENT: Brenda Cruickshank, Charly Dickerson, Cathy Tester

MEETING START TIME: 10:00 am

IMPLEMENTATION of STRATEGIC GOALS: VVH Strategic Plan Goals: #1 - Serve More Vermont Veterans; Goal #3 - Expand Geographic Reach; and Goal #4 - Offer New Services.

Review of SPC Report of 12 July 2023. Motion to accept July 12, 2023, Committee Report made by Peter Fagan, second by Mike Klopchin. Discussion: **VA Sharing Agreements** – CEO Jackson conferred with Brett Rusch, MD, Executive Director, VAMC WRJ and “local” sharing agreements between the Home and WRJ are not unreasonable. However, the agreements must be approved in DC by the VA Sharing Office which, in recent years, has had a very poor track record of approving such agreements. Melissa will be meeting with VA senior officials in the near future and will raise the concern. Gary may also look into the matter. **National Organization for Mental Health pilot program** – there has been no action on the VVH’s request to be a Mental Health pilot site. Motion carried unanimously to accept the July 12, 2023, Report.

Contents and summary of discussions:

1. Status of the (Gibbous) Market Study
2. Overcoming Barriers (accessing Outlook, opening and reading Weekly Reports, holding committee meetings and preparing Reports for the Board).

DISCUSSION:

CHARGE #1: Update on the Gibbous Market Study – CEO, Melissa Jackson.

COMMITTEE RESPONSE: CEO Jackson reported that subsequent to the recent completion of the Competition Analysis Report, Gibbous will next be working on the Executive Summary written narrative. She continues to meet regularly with the representatives from Gibbous (Eric and Tom).

There was a productive discussion on the Market Study Competition PowerPoint Presentation (PPP) slide handouts provided by Gibbous. Topical areas included: Healthcare workforce, insurance and utilization data BS “competition”. All Gibbous monthly PPP’s are in the Marketing Study folder on the Board Teams page for Board members to view.

NOTE: Slides, data, summaries, etc. provided to the VVH by our Market Study vendor, Gibbous, is proprietary information and is **NOT TO BE DISTRIBUTED OR SHARED** outside of the Board until we are advised to the contrary.

Also discussed whether changes to Vermont Statute, Title 20: Internal Security and Public Safety, Chapter 087 Vermont Veterans Home, would be necessary should the VVH wish to pursue strategic plan initiatives which diversify and/or expand programs and their reach beyond the confines of the Bennington campus. Melissa and Peter will engage with Representative Mary Morrissey for guidance and direction.

Regarding Goal 3 to Expand Geographical Reach, COL Fagan reported he has made contact with Rutland Public Access TV and they welcome running a Public Service Announcement for VVH for a couple of years free of charge. This would allow us to reach a larger audience and show what we do, what we offer, and how to contact us for more information. Positive interaction with the public should also help to build our reputation and enhance our public perception.

CHARGE #2: Overcoming Barriers (accessing Outlook, opening and reading Weekly Reports, holding committee meetings and preparing Reports to the Board). Board Chairs are tasked with accomplishing

committee responsibilities and performing due diligence in concert with Article VI of the By-Laws of the Board of Trustees of the Vermont Veterans' Home.

Quarterly Tracking for Board of Trustee Committee Meetings report – identify committee meetings scheduled/held during CY 2023 evidenced that less than half of our seven standing Committees have regularly held meetings..

COMMITTEE RESPONSE: After a brief discussion regarding Board members not reading the CEO Weekly Report of the Home's activities, it was decided to bring the issue to the full Board during the December 13 meeting. Trustees will be tasked to identify topics which they feel should be included in the Report as well as "barriers" they continue to experience in accessing Outlook.

Since Board members are not routinely accessing Outlook and reading their emails, scheduling times and days for committee and other meetings/MS Teams calls has been a challenge – especially on short notice.

It was recommended that in Calendar Year 2024 the President instruct each committee chairperson to schedule quarterly committee meetings for the entire calendar year. By doing so, members will know well in advance of the meeting times/dates to plan accordingly and be held accountable to attend. Should a meeting not be necessary for the scheduled time, it could be cancelled.

Once all the committees have scheduled their meetings for the year, that information would be added to the Quarterly Tracking for Board of Trustee Committee Meetings document and distributed to the Trustees so they will know when their meetings will be held and plan accordingly.

The Budget and Finance Committee plan to meet possibly the week after Thanksgiving and the Outreach and Marketing Committee is also in the process of scheduling their next meeting soon.

OTHER TOPICS DISCUSSED:

Education and Training Program Update – COL Peter Fagan, Chair of the Education and Training Work Group. Peter reported he is reviewing the Evaluation forms of the Education and Training program held at the Lake Morey Resort in Fairlee, Vermont, on October 24 and 25, 2023, and will provide the results and a summary for the December 13 Board of Trustee meeting.

FINDINGS and RECOMMENDATIONS: - -

FUTURE AGENDA ITEMS: - -

MEETING END TIME (adjournment): Meeting adjourned at 11:30 am.

COMMITTEE CHAIR: Gary De Gasta 9 November 2023

2024 Strategic Planning Committee Meetings all to start at 10:00 am via Teams:
January 17, May 15, July 17, October 2