

**IDAHO HEALTH INSURANCE EXCHANGE  
DBA YOUR HEALTH IDAHO**

**OUTREACH & EDUCATION COMMITTEE  
MINUTES  
JANUARY 28, 2014**

**1. COMMITTEE MEMBERS PRESENT**

- Ms. Karen Vauk, Chair
- Ms. Margaret Henbest
- Representative Kelley Packer
- Mr. Dave Self (via teleconference)
- Mr. Tom Shores

**2. OTHERS PRESENT**

- Ms. Jody Olson, Your Health Idaho
- Ms. Amy Dowd, Your Health Idaho
- Ms. Emily Patchin, Maximus
- Ms. Noelle Lovern, Nelnet/Proxi
- Mr. Edwin Vining, Nelnet/Proxi
- Maurine Collins, Blue Cross of Idaho

**3. CALL TO ORDER**

Following proper notice in accordance with Idaho Code § 67-2343, the Outreach & Education Committee meeting of the Idaho Health Insurance Exchange (Exchange) was called to order by Ms. Karen Vauk, Chair of the Committee (Chair), at 8:03am, Tuesday, January 28, 2014, at the offices of Hawley Troxell Ennis & Hawley, 877 W Main Street, Suite 1000, Boise, Idaho. In accordance with Idaho Code § 41-6104(8), the meeting was held in an open public forum and was streamed in audio format. Members of the public could access the audio stream by dialing into a telephone number that was included in the notice of meeting posted on the Exchange Board's Web site and at the meeting location.

**4. ROLL CALL**

The Chair took roll call and determined that the Chair, Ms. Henbest, Representative Packer, Mr. Self (via teleconference), and Mr. Shores were present, resulting in a quorum.

Director Deal and Mr. Estess were absent.

**5. MEETING MINUTES REVIEW: JANUARY 20, 2014**

Motion: Mr. Shores moved to approve the minutes from the January 20, 2014 meeting.

Second: Representative Packer.

The motion carried.

## **6. REVIEW OF AGENDA**

There were no proposed changes to the agenda.

## **7. REVIEW OF CHARTER & EVENT COLLABORATION AGREEMENT**

### **(a) Review of Charter**

The changes discussed at the last meeting were incorporated into the Charter and then recirculated to the Committee. Mr. Self provided some additional modifications that the Committee discussed and accepted.

These changes include:

- **Section 1-Purpose:** Amend this section to read: “The committee is established to assure Idahoans receive the information, education opportunities and assistance to make informed decisions regarding their health insurance options.”
- **Section 2.1- Stakeholders-** Amend this section to read: “The Committee shall coordinate and develop Stakeholder involvement with YHI, including federally recognized Indian tribes in Idaho.”
- **Section 2.2 – Communications –** Amend the first sentence of this section to read: “The Committee shall oversee YHI’s outreach and education programs, as well as media and advertising activities to ensure that YHI is providing sufficient opportunities for Idahoans to access information, education materials and assistance to make the best possible decision when choosing their health insurance coverage.”

Motion: Mr. Shores moved that the Outreach & Education Committee recommend the Outreach & Education Charter, subject to further modifications as discussed in today’s meeting, be sent to the Operations Committee for review before being shared with the full Board.

Second: Representative Packer.

Mr. Stoddard mentioned that the future Governance Committee removed an item from its Charter, which was to complete an annual federal report on the Exchange’s Stakeholder outreach program. That responsibility has been delegated to the Outreach and Education Committee. The Committee discussed that task can be included in the Committee’s annual operations roadmap, but does not need to be included in the charter.

### **(b) Event Collaboration Agreement**

The Committee provided feedback on the document prepared by Ms. Olson and suggested edits to the document.

- **Document Name & Terminology:** The Committee agreed to change the name of the document to “Event Participation Agreement” and to change references to “co-sponsor” to “participant” in the document.

- **Section 6- Limitation on YHI's Obligations:** The Committee discussed whether the total spend limit under the Your Health Idaho procurement policy should be listed on this line. Representative Packer suggested taking the \$14,500 number currently in section 6 out and leaving a blank space to fill in a negotiated budget for the contract and adding a disclaimer, as a reminder, that the budget is not to exceed \$15,000 without a competitive bid.
- **Attachment 1:** There was a suggestion from the Committee to add a project budget section after #10 that would call out any costs associated with any resources or services that the Participant or YHI intends to provide.
- **Item 9- Insurance Liability:** Mr. Shores suggested that, as a reminder, an item indicating that a liability certificate has been received by YHI be included on the event checklist in Attachment 1. Mr. Self suggested that for particular groups that conduct events frequently, such as the carriers, are able to provide a blanket liability certificate that YHI can keep on file to avoid excess administrative work.
- **Signature:** Ms. Henbest suggested that both parties, YHI and the potential Participant be required to sign and date the agreement and Attachment 1.

The Chair asked Ms. Olson to incorporate the feedback and edits discussed today and to recirculate the document for further Committee review.

## 8. REVIEW OF SOW #4

Ms. Olson presented Scope of Work Document #4 with Outreach & Education Vendor Gallatin Public Affairs that included projected budget numbers. The Committee was in agreement with the Scope of Work #4 Document as presented.

## 9. EXECUTIVE SESSION

Motion: The Chair made a motion to move into Executive Session to consider preliminary negotiations involving matters of trade or commerce in which this governing body is in competition with another governing body pursuant to Idaho Code section 67-2345(1)(e).

Second: Ms. Henbest.

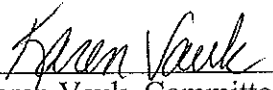
Executive Session Roll Call: The Chair called the Executive Session roll call and determined that the Chair, Ms. Henbest, Mr. Self (via teleconference), Mr. Shores and Representative Packer voted to enter into Executive Session. The committee entered Executive Session at 8:36am. Director Deal and Mark Estess were absent.

The Executive Session ended at 9:35am. The committee took no final action nor made any final decisions while in Executive Session.

## 10. ADJOURN

There being no further business before the committee, the Chair adjourned the meeting at 9:38am.

Signed and respectfully submitted,

  
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Karen Vauk, Committee Chair