

**IDAHO HEALTH INSURANCE EXCHANGE
DBA YOUR HEALTH IDAHO
OUTREACH & EDUCATION COMMITTEE MEETING MINUTES**

November 18, 2013

Hawley Troxell Offices (Summit Room)
877 Main Street Suite 1000, Boise, Idaho

Chair Mark Estess, called the meeting to order at 3:05 PM MST.

David Self provided the roll call.

Members Present:

Mr. Mark Estess, Mr. Tom Shores, Mr. Dave Self

Ms. Karen Vauk via telephone

Rep. Kelley Packer absent

Meeting Minutes from July 18, 2013

Motion: Mr. Self made a motion to approve the minutes from July 18, 2013 as written.

Second: Mr. Shores, motion carried.

Outreach & Education Update

Ms. Jody Olson, Your Health Idaho director of communications introduced Mr. John Kotek, managing partner, Gallatin Public Affairs, to give an update on outreach & education activities.

Mr. Kotek gave an update on outreach & education activities, including earned media, grassroots outreach, and website.

Mr. Matt Lieppe, chief creative officer at Proof Integrated Communications and Mr. Tyler Pennock, Managing Director at Burston-Marstellar presented 3 new options to the committee for a redesign of the Your Health Idaho website. It was noted that Proof IC will undertake this redesign and no cost to YHI because they feel it is important to have the most efficient functionality for a positive consumer experience.

The committee reached a consensus on the third design presented and the Outreach & Education vendors will move ahead with a redesign using the third template soliciting input from the committee and full board throughout the process.

Executive Session:

Chair Estess made a motion to move to an executive session pursuant to Idaho Code 67 2345 (1) (d) to consider records exempt from disclosure.

Roll Call: Mark Estess, Karen Vauk, Tom Shores, Dave Self

Executive session began at 3:51 PM.

Mr. Estess noted that the executive session ended at 4:30 PM and no decisions were made. The committee had a thoughtful discussion around intellectual property, patent protections and similar trademarks and similar protections associated with Your Health Idaho the tagline, the logos the branding and a lot of the value that has accrued by virtue of the recognition at the state, local and national level about the health insurance exchange in Idaho.

Follow-Up on O&E Activity Updates:

Mr. Kotek gave the committee an update on the budget used to date by the outreach & education vendors. Expenditures to date have been around \$1 million including website development and refinement, outreach, market research, strategic counsel and the creation of advertising concepts.

Adjourn:

Motion: Mr. Shores made a motion to adjourn

Second: Mr. Self

Meeting adjourned at 4:35 PM

Signed and respectfully submitted by



Mark Estess, Chair

 Estess