

**TETON VALLEY HOSPITAL  
SUB-COMMITTEE: COMMUNICATIONS COMMITTEE**

**March 5, 2010**

**Committee Members Present: Mitch Felchle, Carla Romero-Erlanson, Ann Loyola, Marni Vasseur, Virgil Boss, Diane Temple**

**Committee Members Present by Phone: Robert Emerson**

**Committee Members Absent: Sandra Woolstenhulme, Ted Bryson**

**Minutes prepared by: Marni Vasseur**

Carla opened the meeting at 10:05 am.

**CHANGES & ADDITIONS TO THE AGENDA: NONE**

**MINUTE APPROVAL:**

● **MOTION:** Emerson moved to approve the minutes from 2/5/09. Motion seconded by Mitch and carried unanimously.

**2010 COMMUNICATIONS STRATEGIES**

**Internal Communications - Employee Engagement Survey – Carla**

- The committee looked over the survey draft and made comments. Overall the survey questions were found to be satisfactory to get the desired information.
- One change that will be made to the survey was at the bottom where it asks employees to rank their “commitment” to 5 areas within their jobs including the hospital itself, supervisors, patients, chosen profession and co workers. The committee agreed that the word “commitment” would be changed to “importance” to avoid confusion of perception.
- It was decided that if a staff member has multiple jobs within the hospital, they can take a survey for each position that they hold. There are less than a dozen employees who have multiple positions. We will send a generic link to all employees to take the survey and send a separate link to those who hold more than one job at TVHC with instructions to take another survey for the other position. The committee thought it would be less confusing in the instructions if we contacted the employees with multiple jobs separately instead of putting those instructions for a second survey on the generic survey.
- The survey will be a hospital wide survey this time. Next time, it will be separated into departments.
- The process and timeline for the survey are on schedule.
- Marni and Carla will translate the survey for our Spanish speaking staff
- There will be a piece in the scope next week with communication to the staff regarding the survey.
- Emerson will be back in town on Monday and the survey will be finalized by March 12<sup>th</sup>.

**External Communications – Tax Levy Update/Hispanic Voters – Diane Temple**

- The resolution to put the hospital on the tax levy will be signed by the commissioners on March 8<sup>th</sup>.
- The communications committee may shoulder some of the tasks to help the tax levy committee.
- The tax levy committee is still to be determined.
- It is confirmed that schools are not on the ballot this time; most likely roads will be on the ballot.
- There will be republican county commissioner candidates in the primary elections running against Rinaldi and Young. Based on the poll results, republicans are posing a challenge for TVHC in terms of getting the levy votes in our favor.
- Emerson asked who should be on the tax levy committee. D. Temple suggested Mo Brown since he has such pull within the hospital and gets a lot of public exposure through our advertising efforts. M. Felchle suggested Kristen Coburn because she has ties to long standing families within the valley.
- The communications committee is still talking about contacting Lori McCune who has ties to the Hispanic community, gives ESL classes and works at the high school. She would help with community outreach.

- Others being considered for the tax levy board are perhaps someone from Alta who is a major donor and is financially engaged. Although Alta residents can not vote, they use the hospital and could influence voters that live in our county.
- V. Boss suggested that one or two Foundation members be approached about joining the tax levy committee. He was thinking of Carol Hall from Victor and Ted Bryson who is the Foundation chair.
- M. Felchle thought that the Spanish speaking housekeeping staff could turn out some voters. Ann confirmed that they were engaged on the subject of the levy during a recent housekeeping meeting held earlier this week. They wanted to know when and where to vote.
- It was also suggested to take our message to the Catholic Church with education on the needs of the hospital.
- D. Temple informed the committee that we are holding a Hispanic Health Fair on April 11<sup>th</sup>. This will be just before absentee ballots are released (April 15<sup>th</sup>). This is a good opportunity to get more votes from Hispanic voters.
- Carla suggested getting the commuter vote. Mitch felt they would vote against us since they are still annoyed that we closed the Victor clinic and may have the wrong perception about us reopening.
- Emerson thought we should involve Ruby Parsons as she is a good connection to get seniors to vote.
- D. Temple suggested getting Virgil to speak at a Rotary meeting. Virgil agreed and Diane said she would look into it.

The next logical step is to get the tax levy committee populated and assign a chair person. Then we can move on to details of tasks.

Ann wanted clarification on what kind of campaign we will be running. She felt we needed community education to spread the word about the needs of the hospital.

Emerson said that would be addressed by the upcoming tax levy committee then passed on to the BOT if necessary.

Boss commented that the med staff liked Ann’s message of why we need the levy. The med staff is seeing the levy from the perspective of a hospital patient or user, not just from an employee’s perspective. The focus of the message was on needing to update equipment to ensure the hospital stays open in the event of a structural disaster and to further TVHC’s capabilities as a hospital. Ann is also sending the message “we’re worth it” regarding the dollar amount to be paid by each property owner in the valley.

Emerson brought up the option of a plan B if we end up not getting the levy funds.

V. Boss thought we would need an emergency contingency plan in place. The finance committee will be looking at this. There has been discussion of a 501(c)3 option and Boss has seen learning opportunities from other hospitals during his recent co-op meeting who are midstream in the process of becoming 501(c)3 hospitals. He mentioned it is a long, expensive, daunting process but may become part of our contingency plan.

● **MOTION:** Virgil motioned to adjourn the meeting. Motion seconded by Carla and carried unanimously.

Meeting adjourned at 9:30 AM.

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Robert Emerson, Chairman

ATTEST: \_\_\_\_\_  
Marni Vasseur, Minute Recorder