



DRAFT Only – Pending Approval

Meeting Minutes

Thursday, August 8, 2024

10 – 11:30 a.m.

In Santa Cruz County:

Central California Alliance for Health
1600 Green Hills Road, Suite 101, Scotts Valley, California

In Monterey County:

Central California Alliance for Health
950 East Blanco Road, Suite 101, Salinas, California

In Merced County:

Central California Alliance for Health
530 West 16th Street, Suite B, Merced, California

In San Benito County:

Community Services & Workforce Development (CSWD) Building
1161 San Felipe Road, Building B, Hollister, California

In Mariposa County:

Mariposa County Health and Human Services
5362 Lemee Lane, Mariposa, California

Members Present:

Alma Mandujano-Orta
Doris Drost
Humberto Carrillo
Janna Espinoza
John Alexander
John Beleutz
Michael Molesky
Moncerat Politron
Rebekah Capron

Community Advocate
Consumer
Consumer
Consumer, Commissioner
Community Advocate
Community Advocate
Consumer, Commissioner
Community Advocate
Community Advocate

Members Absent:

Candi Walker	Consumer
Carolina Meraz	Consumer
Debra Barcellos	Community Advocate
Dr. Ceballos	Community Advocate
Francis Wong	Consumer
Guadalupe Barajas-Iniguez	Consumer Advocate
Juana Chávez de Guízar	Consumer
Mimi Park	Consumer

Staff Present:

Adourin Malco	Community Engagement Specialist
Clarisa Gutierrez	Community Engagement Coordinator
Desirre Herrera	Quality and Health Programs Manager
Gabriela Chavez	Community Engagement Program Manager
Ivonne Munoz	Quality and Health Programs Supervisor
Linda Gorman, APR, M.A.	Marketing and Communications Director
Maura Middleton	MS Administrative Assistant
Osiris Ramon	Cultural and Linguistics Program Advisor
Ronita Margain	Community Engagement Director

Visitor:

Jamie Berry	Mariposa Community Member
Stephanie Auld	Santa Cruz Community Member

1. Call to Order by Chairperson Beleutz.

Chairperson Beleutz called the meeting to order at 10:05 a.m.

Roll call was taken and a quorum was **not met**.

2. Oral Communications.

Chairperson Beleutz opened the floor for any members of the public to address the Advisory Group on items not listed on the agenda.

A Mariposa community member requested more in person and print outreach and education in Mariposa County to increase awareness of Alliance benefits and services.

3. Comments and announcements by Member Services Advisory Group (MSAG) members.

Chairperson Beleutz opened the floor for Advisory Group members to make comments.

4. Comments and announcements by Alliance staff.

Chairperson Beleutz opened the floor for Alliance staff to make comments.

No members of the Alliance Staff addressed the Advisory Group.

Consent Agenda Items (5 – 6):

Chairperson Beleutz opened the floor for approval of the Consent Agenda.

Action: Consent Agenda items **not** approved due to lack of quorum.

Regular Agenda Items (7 - 8):

7. Alliance Communications Update

Linda Gorman, Marketing and Communications Director, provided an update and solicited feedback on Alliance marketing and communications.

MSAG member inquired about a potential message to be sent through the member texting program. L. Gorman clarified that the texting program has several constraints limiting campaigns.

Text message campaigns for healthcare benefits and services are an automatic opt-in and members are able to opt-out.

L. Gorman encouraged parents with children in a school without a communication system like Peachjar to share the idea with the school. L. Gorman requested parents who use a different communication system to share the name with the Alliance.

Marketing and communication campaigns are measured through metrics such as visits to the website and number of calls. Anecdotally, the Alliance has heard of provider offices receiving more calls during the immunization campaign.

8. Alliance Language Assistance Services

Desirre Herrera, Quality and Health Programs Manager; Ivonne Munoz Quality and Health Programs Supervisor; and Osiris Ramon Cultural and Linguistics Program Advisor provided information and solicited feedback regarding the Alliance's Language Assistance Services.

Alliance staff responded to several questions with additional information including: all future documents should be sent in designated language, the benefit is available at all services, the benefit applies to Medi-Medi members, and the benefit follows members and can be used at providers not contracted with the Alliance.

Alliance member shared challenges with coordinating interpreting services especially ASL in a rural area and with providers rescheduling appointments.

Adjourn:

The meeting adjourned at 11:30 a.m.

Respectfully submitted,
Kayla Zolinski
Administrative Specialist
Member Services Advisory Group Coordinator