



# **NORTH COUNTRY**

## **COMMUNITY MENTAL HEALTH**

### **MINUTES OF THE BOARD**

**February 15, 2024, 2:30 PM**

**North Country Community Mental Health  
1420 Plaza Drive, Petoskey, Board Room**

#### **BOARD MEMBERS ATTENDING:**

Michael Newman, Edward Ginop, Ron Iseler, Bob Baldwin

**MEMBERS ATTENDING VIRTUALLY:** Gary Knapp, Robert Boyd, Dana Wingo, David White, Jarris Rubingh, Karla Sherman

**BOARD MEMBERS ABSENT:** Annemarie Conway, Edward Belitz, Caroline Loper

**STAFF:** Brian Babbitt, Nancy Rhue, Tim Stapp Jr., Amy Christie, Ann Friend, Joe Balberde, Kim Rappleyea (virtual), Deb Freed

**GUESTS:** None

Mr. Ginop called the meeting to order at 2:32 PM

#### **ROLL CALL**

Mr. Ginop welcomed Board members and staff to the meeting. There is not a quorum present. This is an informational meeting.

**ACKNOWLEDGEMENT OF CONFLICT OF INTEREST:** No board members expressed a conflict with any agenda item.

**PUBLIC COMMENT:** None

#### **CONSENT AGENDA**

The consent agenda includes the agenda overview, minutes of the previous meeting, privileging recommendations and contracts signed in the past month. Items requiring approval will be placed on the meeting agenda.

#### **COMMITTEE RECOMMENDATIONS – BOARD ACTION\***

**Finance Committee Report:** Mr. Ginop reviewed the Statement of Cash on Deposit and Disbursements through January 2024; Interim Financial Statements as of December 31, 2023 Revenue and Expense by Fund Source; Trending Revenue and Expenses as of December 31, 2023, the NMRE Financial Report, and information on the spence brothers preconstruction services, and the owner-architect agreement.

Mr. Ginop requested the financial reports be placed on file for audit.

**PRESENTATION – Grant Funded Media- Deb Freed** - Ms. Freed presented on the Mental Health Block Grant funded community outreach initiatives. The grant began in FY23 and concludes September 30, 2024. The grant included \$97,300 for advertising. The breakdown of the advertising budget included \$59,000 for billboards, \$24,200 for digital/tv streaming, \$12,000 for radio and \$2,100 for targeted restrooms. The goal of the advertisements were to increase awareness of NCCMH, position NCCMH as a prominent mental health resource for the local community, increase awareness of crisis and ongoing services and how to access help, and communicate the availability of myStrength as a community benefit. The clean and simple format of the billboards were used in 17 locations in our 6-county region with an estimated 4,326,132 impressions for the campaign. The digital/tv streaming ads targeted adults 18 and over in our 6-county region though 47,826 ads per month through UpNorthLive. Black Diamond and McDonald Broadcasting ran radio ads with Black Diamond running 288 spots between December and February. The campaign with Black Diamond is estimated to reach 94,100 people. McDonald Broadcasting ran 150 spots between December 11 and 31 and was estimated to reach 74,900 people. More radio ads are planned in May for Mental Health Awareness Month.

**ACTION ITEMS WITHOUT COMMITTEE REVIEW:** None

**CHIEF EXECUTIVE OFFICER'S REPORT/COMMUNICATIONS:** Mr. Babbitt referred to several items in his report. On January 24<sup>th</sup> Mr. Babbitt attended the CMHA Directors forum. Dr. Mellows gave an update on state hospital beds. Hawthorne has been razed, when rebuilt it will be a 500,000 sq/ft building with 72 children's beds and 190 adult beds, it is scheduled to be completed in June of 2026. Caro currently has 92 patients, KPH has 112, and Walter Reuther currently has 24 children, with 2 in process and 99 total patients. The center for forensic psychiatry went from a back log of 300 on the waitlist down to 230 with a goal of 100 on the waitlist. Persons waiting for the center for forensic psychiatry end up waiting in jail or out in the community on an AOT, reducing the backlog takes pressure off the county corrections system. The legislative budget proposal was released last week, but with the special elections coming up, and no majority in the house no movement is expected until April with the budget likely to be approved in June. On January 29<sup>th</sup> Mr. Babbitt met with Rick Skendzel and Jon Galnares regarding the Kalkaska office build. On February 5<sup>th</sup> Mr. Babbitt and Mr. Ginop traveled to Kalamazoo for the CMHA Winter Conference held February 6<sup>th</sup> and 7<sup>th</sup>. The big focus of the winter conference was CCBHCs with a focus on CCBHCs in rural areas. The continued phase out of local draw down funds stalled in year 3 and continued reform needs to happen through appropriations. February 13<sup>th</sup> and 14<sup>th</sup> Mr. Babbitt attended jail diversion council meetings for Emmet and Antrim Counties.

**QUALITY IMPROVEMENT UPDATE** – Ms. Christie gave an update on the 14 performance indicators which measure access timeliness of four demographic groups. For the 4<sup>th</sup> quarter of FY23 NCCMH improved on 7 key indicators, most of which were in the areas of intake and first

services appointments within the 14-day window. MDHHS recently updated performance metrics for indicators 2 and 3 (request to intake and intake to first service) which include ranged percentiles for compliance. CMHSPs are expected to reach and exceed these percentile benchmarks until maintaining a 75<sup>th</sup> percentile benchmark level of performance.

Ms. Christie also explained that myStrength grant funds in Q4 of FY23 allowed NCCMH to be more visible throughout its 6-county region, Methods of promotion included 17 billboards, radio ads, and television spots on UpNorthLive. At the end of December 2023 there were 808 enrolled users. myStrength/Livongo ceased provision of data/information on enrollees and demographics with the changeover to Teledoc in January 2024. NCCMH is pursuing other technology recovery resources and ceasing the contractual agreement with Teledoc.

She also updated the board on the Quality Improvement Committee. The executive team has been reviewing the list of standing committees that report to and participate in the QI committee. The QIC meets on a quarterly basis to review the goal status of the standing committees and make recommendations for process improvement. Charters for standing committees have been completed, goals updated, as well as reporting requirements, membership, and purpose of each group. Charters for each standing committee will be included as an attachment in the updated Quality improvement plan that will be presented to the Program Committee in March.

**NORTHERN MICHIGAN REGIONAL ENTITY-** The minutes of the December Operations Committee Meeting and the Draft Minutes of the January Board Meeting were included in the packet. The NMRE Financial Summary for December 2023 was handed out ahead of the meeting.

**OLD BUSINESS** – Mr. Babbitt shared the most recent PHE Unwind Medicaid Recertification data from the state. Redeterminations started in June of 2023. The original estimate was that roughly 500,000 people would fall off the Medicaid rolls during redeterminations, the current data shows that 518,000 persons have been either determined ineligible or closed for procedural reasons.

Mr. Babbitt shared the strategic planning document that he has been working on with Deb Freed after the feedback from the employee catch ball sessions.

**NEW BUSINESS** – None

**BOARD & STAFF COMMENTS** – Mr. Ginop welcomed Mr. Baldwin to the board.

## **ADJOURNMENT**

The meeting was adjourned at 3:40 PM by Board Chair Ed Ginop

  
Ed Ginop, Board Chair

