



COMMUNITY MENTAL HEALTH AUTHORITY
CLINTON • EXTON • INGHAM

PROGRAM AND PLANNING COMMITTEE

Meeting Minutes

Wednesday, April 8, 2013

5:30 p.m.

812 E. Jolly Rd., Conference Rm. G11-C
Lansing, MI 48910

Committee Members Present:

Joseph Brehler, Paul Palmer, Kay Pray, Kay Randolph-Back, Kam Washburn, Raul Gonzales

Committee Members Absent:

Maxine Thome (notified staff of absence)

Staff Present:

Judi Cates, Chuck Dougherty, Andrew Hewat, Liz Holcomb, Jackie Mitchell, Robert Sheehan

Public Present:

None.

Call to Order:

The meeting was called to order by Vice Chairperson Kay Pray at 5:31 p.m.

Previous Meeting Minutes:

MOVED by Paul Palmer and SUPPORTED by Joseph Brehler to approve the meeting minutes of March 11, 2013. MOTION CARRIED unanimously.

Adoption of Agenda:

MOVED by Paul Palmer and SUPPORTED by Joseph Brehler to adopt the agenda as presented. MOTION CARRIED unanimously.

No comment on agenda items.

Kam Washburn joined the meeting at 5:35 p.m.

BUSINESS ITEMS:

Refining CMH's Identity and Community Awareness, Community Outreach, and Marketing Efforts (CMHA-CEI)

Robert Sheehan presented a discussion item concerning the contracting of a marketing consultant to assist with an agency marketing/branding effort.

Mr. Sheehan stated that with the changes the organization is making the name CMHA-CEI is both geographically limiting and limits the scope of services to mental health. He stated that a branding agency could help develop a name for the integrated care initiatives and/or for the agency itself that is tied to the organization's traditional roots, but is also clear and flexible to represent the diverse services offered and populations served. CMHA-CEI has formed a Marketing and Communications committee made up of staff developing a two-pronged initiative to work with a branding agency to 1) bring

uniformity to CMHA's print and media materials; and 2) name the organization's integrated care initiatives and/or the organization itself creating a new logo that defines it.

Kay Randolph-Back expressed concern that the committee not overlook the legal obligations of the agency in pursuing a new name or image. She also stated that she sees value in identifying the various locations and facilities so that the public can see the physical presence of the agency in the various communities.

The committee agreed that any new name shouldn't be so generic that it obscures the nature of the agency or seems to represent something unrelated.

Robert Sheehan will bring to a future Program and Planning Committee meeting a recommendation from the CMHA-CEI Marketing and Communications committee of a branding agency.

Revising and Expanding CMH's Stated Identity, Role, and Purpose (CMHA-CEI)

Robert Sheehan asked the committee to begin a discussion on defining the current and future identity, role, and purpose of the organization.

The committee suggested the discussion be facilitated by a third party, possibly at a retreat for board members and management staff.

Joseph Brehler suggested the discussion center on the current vision and mission, determining whether or not it is valid to the work of the organization. And if not, redefine the statements.

Committee members suggested that a third party could present information about the legal obligations of the agency – the Mental Health Code as well as the various contracts with County governments, Department of Community Health, information on the Affordable Care Act, etc.

At the April meeting of the full Board, Joseph Brehler will indicate to the Board that the Program and Planning Committee has discussed the opportunity to hold a facilitated retreat for a review and discussion of the organizations vision and mission.

Old Business:

None.

New Business:

None.

Public Comment:

None.

Adjournment:

The meeting was adjourned at 6:56 p.m. The next regularly scheduled Program and Planning Committee meeting will be May 13, 2013 at 5:30 p.m. at the Community Mental Health Building, 812 E. Jolly Rd, Lansing, MI.

Minutes submitted by:

Jacqueline Mitchell
Finance Secretary