

**Regional Health Cooperative  
Steering Committee Meeting  
Thursday, July 31, 2008  
- MEETING NOTES -**

**Present:** Greg Burns, Carol Bulman, Linda Skoglund, Jerry Chasteen, Bill Warner, Pam Grove, Margi Miller, Steve Healy, Darcie Paradies, and William Rubin.

**Also Present:** Doug Meyer, Environmental Landscaping (Hudson) and Dave Holmes, Rice Lake Weighing Systems (Rice Lake)

The sixth meeting of the steering committee commenced at 8:00 a.m. on July 31st in Baldwin, Wisconsin.

**Review Business Survey**

William Rubin said the confidential small business survey was distributed to the 10 economic development colleagues comprising Momentum West on July 22nd-23rd. It was also forwarded to various chambers and business contacts throughout St. Croix, Polk, and Pierce counties. Bill Warner distributed the survey to his economic development, chamber, and UW-Extension contacts throughout the remaining 8 counties of the proposed health cooperative 18-county territory.

Rubin said his administrative assistant formatted the confidential survey to be completed on-line and returned in a special "in-box" within St. Croix EDC's e-mail system.

Replies are coming in. The deadline had been extended to August 15<sup>th</sup>.

It was suggested to send out an electronic reminder before the deadline.

**Media Coverage**

Rubin said he discussed the need for a press release with the committee chair, Steve Healy. Both agreed it was important to distribute a news release as it was another way for small business owners to learn about the survey. Brady Bautch is the internet editor for RiverTowns Newspaper Group. He posted a story on July 25<sup>th</sup>. Rubin said the Eau Claire Leader ran a short item in its weekend business section, and the Eau Claire affiliate of Wisconsin Public Radio contacted him. A La Crosse radio station also contacted Rubin. The Barron County EDC will run the letter and survey in its August on-line newsletter.

It was suggested that the media be kept informed about achieving milestones like filing by-laws and appointment of an interim board of directors.

**Review By-Laws**

The steering committee reviewed the first draft of the by-laws. Rubin said his administrative assistant used an optical scanner and copied the by-laws of Health Lifestyles as a starting point. The committee offered several changes. It was suggested that the committee members submit changes within one week of this meeting.

**Legal Counsel**

Steve Healy reported that the Wisconsin Federation of Cooperatives may be willing to do the initial legal work required to file the by-laws, etc., but the steering committee and prospective cooperative have to engage someone in the future. It may be appropriate to identify local counsel instead of Madison-based

firms. The committee was asked to submit local names.

### **Corporate Donations**

Rubin said one company already submitted a corporate donation to offset the committee's upcoming costs. Several of the county EDCs will also write checks, and Momentum West, the 10-county economic development organization, will be solicited, too. Jerry Chasteen is Momentum's representative on the steering committee. He said Momentum's donation may come from their 2008 budget or next year's budget.

The committee discussed on-going acknowledgments of the corporate donations. Greg Burns said the committee may wish to establish some benefits for being a founding sponsor. The committee also discussed financial thresholds for the corporate donations. Rubin said he would create categories for the anticipated corporate support – i.e. Platinum, Gold, Silver, Bronze and/or Associates/Supportive.

St. Croix EDC is willing to be the fiscal agent for the deposit of funds. It has done the same for a legislative days event and an entrepreneur's club. Margi Miller said the St. Croix Valley Community Foundation has acted as fiscal agent, too and will inquire about doing it for the health cooperative.

### **Broker Education**

Prior to the committee meeting, Linda Skoglund distributed a draft letter intended for insurance brokers. In order for brokers to offer the proposed health care coverage to employers in the 18-county region, they must attend an educational session arranged by the proposed cooperative. Following the education session, the brokers are put on a list and are eligible to sell the product.

Linda Skoglund also generated a list of prospective brokers-agents from the region. It contains around 5,000 names. Some are active; some are inactive. Another option is to narrow the list to licensed health care agents. A "fresh" list could also be purchased.

It was suggested that a DVD could be created as an option for on-going education to prospective insurance brokers. The DVD could be used at preliminary meetings and at more in-depth meetings concerning commissions and carrier information.

### **Informational Meetings**

Another item in the future is Informational Meetings with employers. These could occur this Fall, which assumes the steering committee has more detailed information about the proposed health care coverage, and has started work on a detailed Request For Proposals (RFP) to prospective insurance carriers. Discussion followed.

As a wrap-up, Bill Warner went to the board and re-created a Flow Chart that helps explain the relationships between the proposed health care cooperative (CHC), businesses in the 18-county region, the Office of the Commissioner of Insurance, prospective carriers (RFP and a contract negotiated with the selected carrier), and insurance brokers. The Flow Chart will be used as a model in subsequent meetings.

### **Next Meeting**

The steering committee will meet again on Tuesday, August 19<sup>th</sup> at 8 o'clock a.m.

~William Rubin