

ALASKA MENTAL HEALTH TRUST AUTHORITY

FULL BOARD MEETING

**May 9, 2019
12:45 p.m.**

**Taken at:
Wedgewood Resort
212 Wedgewood Drive
Fairbanks, Alaska**

Trustees Present:

Mary Jane Michael, Chair
Paula Easley
Chris Cooke
Laraine Derr
John Sturgeon
Ken McCarty
Verne' Boerner (via Telephone)

Trust Staff Present:

Mike Abbott
Katie Baldwin-Johnson
Kelda Barstad
Alison Biastock
Mike Baldwin
Eric Boyer
Jimael Johnson
Steve Williams
Miri Smith-Coolidge
Andy Stemp
Travis Welch

Trust Land Office:

Wyn Menefee
Jusdi Doucet
Sarah Morrison
Marisol Miller
Aaron O'Quinn

Also participating:

Patrick Reinhart; Kristin Vandagriff; Lesley Thompson; Bev Schoonover; Sean Roy; Joy Stein; Tim Parker.

PROCEEDINGS

CALL TO ORDER

CHAIR MICHAEL called the meeting to back to order, and asked for any announcements.

MR. ABBOTT noted the plans for the flights back, and clarified the meeting schedule. He stated that the committee meetings would be on the 31st of July and the 1st of August; then August 2nd is the 25th anniversary party for the Trust. He continued that the fall meeting date will be the 28th and 29th of August. The big agenda items will be the adoption of the FY21 budget and election of officers. He concluded his announcements.

CHAIR MICHAEL acknowledged that all trustees are present, with Trustee Boerner online. She moved to the Communications Update.

COMMUNICATIONS UPDATE

MS. BIASTOCK stated that she is the chief communications officer for the Trust and began with a few acknowledgments to the Trust staff and her colleagues for all the support and help. She continued that a broad outline of the three communications goals for the year was made at the last meeting. She began with the second and third items. The most recent research was conducted at the Trust in 2017. That indicated that many Alaskans did not have a good understanding of what the Trust is, how it functions, and who are served. There was an even greater lack of awareness when it came to the Trust Land Office. She added that there is a need for the Alaskan public to understand what activities on Trust lands result in benefits for the beneficiaries. That lead to goal No. 2, and in talking about the Trust and working on addressing stigma there is a side benefit of increasing the profile and increasing positive perceptions of the Trust. Goal No. 3 is about being a catalyst for change and engaging in the important issues like Medicaid, housing, and homelessness help the public increase their understanding of the Trust work and to become more aware of the issues. She added that working on the comp plan will help with this goal, as well. She moved to the variety of tools that are used for the communication goals. Press releases are a great tool, and we have issued around a dozen of them in the last year. She stated that, in addition to the media outlets across the state, they also go on the web page, the home page, and also go out on the social media Facebook page. Targeted media outreach means picking up the phone, calling a reporter and trying to get them to run a story about something that is being done. These requests are considered very carefully, and always work to be responsive to the news media. She continued that the Trust website is a very important tool. The home pages are very popular, and there are a couple of other pages that get a lot of traffic. She added that the content is updated two to three times a week. She stated that her predecessor completed the “About the Trust” video, and that has been a fantastic tool because it does the complex job of talking of how the Trust came to be. There has been a lot of good feedback from this video.

(Video played.)

(Applause.)

MS. BIASTOCK continued that another great tool is social media, and we are evolving in how

media is consumed. Facebook is the world's largest social network, and is a key way to communicate with the public. She noted that an Instagram account is also maintained, and is a free online photo-sharing application. There are also other types of outreach. Paid advertising has been and will continue to be engaged. She continued that visibility can be increased by participating in events. It can be staff attending, a banner with the Trust logo at an event that is supported. She added that one thing not in the slide is the annual report, which is a communications goal that can be used with policymakers. It is on the website and a great reference throughout the year. She talked about the 25th Anniversary on Friday, August 2nd and how it will be able to capture the attention of folks and explain the Trust. She moved to the Comp Plan and noted that it is very close to being finalized and complete. She added that its implementation will provide a lot of opportunities for communication, as well. She talked about the media campaign in Southeast Alaska for Trust and TLO activities. She continued to the results of the survey that indicated that Alaskans are three times more likely to deny employment to someone with an alcohol abuse problem or four times as likely to distrust someone on a job who has an alcohol abuse problem. Positively changing perceptions and attitudes towards Trust beneficiaries is the key to breaking down the stigma. The target audience for this campaign are Alaska's general public, with a secondary focus on decision-makers, elected officials. The campaign will be launching next week, and materials will be distributed in a variety of platforms. There will be broadcast and cable TV running through early fall. There will also be radio spots, and targeted digital marketing. She added that social media will be a big component. She stated that the total cost of the campaign, including video development, production, marketing, social media development, and paid media is estimated to be around \$310,000, with the lion's share going into the paid media.

(Video played.)

MS. BIASTOCK moved to a brief report on the FASD Prevention Campaign and stated that it has been funded by an annual appropriation from the State of Alaska of \$250,000. That comes from the alcohol Treatment and Prevention Fund, which is funded by the alcohol excise tax. The Trust has been working with Empowering Hope, which is an initiative begun by former State Senator Pete Kelly, to administer this FASD prevention effort. She noted that the content for this campaign has been developed through extensive work with healthcare providers, several focus groups, and research around the issue. As part of this campaign, a TV ad, a 60-second PSA, was launched and will run through the end of the fiscal year. This spot talks about the peer-to-peer positive and aspirational approach to prevention and is about women in Alaska and their strength with a call to action at the end about alcohol and pregnancy. The digital and TV ads for this campaign totaled about \$74,000.

(Video played.)

CHAIR MICHAEL commented on the incredible presentation and talked about the amount of work accomplished in a year. She thanked Ms. Biastock

TRUSTEE EASLEY stated that a statewide communications PR program has been talked about in the past with the feeling that it would be too expensive. She continued that, if she was designing the program, she would be doing exactly what is being done right now.

TRUSTEE STURGEON stated that it was incredible and covered a lot of country in a very short time. It is very impressive.

MR. ABBOTT added that Ms. Biastock did this in less than nine months, and with an essentially flat budget. She did get a lot out of it.

MR. REINHART stated that it was a great presentation. He continued that there was a time that the beneficiary board directors and the communications officer got together on a regular basis to discuss ideas. He added that exchange of ideas would be something to consider once again.

CHAIR MICHAEL moved to the approvals for two items, Set Free Alaska and the Alaska Public Media.

MS. BALDWIN-JOHNSON introduced Joy Stein, finance director for Set Free Alaska, who was available for any additional questions.

CHAIR MICHAEL asked Trustee Cooke to read the motion.

MOTION: A motion to approve a \$300,000 FY20 Substance Abuse Prevention and Treatment Focus Area allocation to Set Free Alaska for the Homer residential substance-use disorder capacity building was made by TRUSTEE COOKE; seconded by TRUSTEE McCARTY.

MS. BALDWIN-JOHNSON pointed out that this request is \$300,000 of Trust funding that would be a FY20 request and is specifically tied to a focus area. Set Free Alaska is a well-established addiction treatment nonprofit located in the Mat-Su Valley. They provide outpatient services, child and adolescent services, as well as a women's residential program. The Trust has a longstanding relationship with Set Free Alaska going back to at least 2013. She stated that Set Free Alaska has continued to demonstrate their effectiveness in expanding access to treatment, which she explained. She continued that this is a one-time Trust award, if approved, specifically for a capital remodel and would result in a 16-bed residential program designated for men. It is a Level 3.5 treatment program, and will primarily serve beneficiaries and families on the Kenai Peninsula. She added that, at the time this request was submitted to the Trust, they had engaged the City of Homer, which was very supportive of Set Free Alaska coming into the community. Option A is that the City supported and identified a location to be able to provide the location for this residential program. There were some challenges and, in the meantime, have moved forward with Option B, and located another location that has several advantages over Option A. She explained that the second property is outside of city limits in the Kenai Borough with no permitting or zoning requirement, but is close to town for access to services. This site would be purchased rather than establishing a long-term lease and Set Free Alaska would have full site control. She stated that with their plan and financing, the State of Alaska grant, potential Trust contribution of \$300,000, fund-raising roughly of around \$135,000, and a Set Free Alaska contribution, they think that they can make the project work.

CHAIR MICHAEL asked if an offer was accepted on the property contingent upon the funding sources.

MS. STEIN replied not currently, and they were waiting until after this afternoon's meeting to present the offer to the owner.

TRUSTEE DERR asked about the figures that total \$835,000, and asked about the \$1.3 million that was mentioned.

MS. BALDWIN-JOHNSON replied that, she believed, that the difference has to do with the increased cost of the renovation related to Option B, as well as the purchase.

TRUSTEE DERR stated that she had a problem with the figures that were quoted and the ones that are before the board.

MR. ABBOTT explained that the funds would not be allowed to be expended until there was a firm commitment to the actual property that would be remodeled.

TRUSTEE McCARTY asked about an agency not being able to have more than one 16-bed facility operating at one time.

MS. STEIN replied that, in this case, they could have more than two different facilities, especially in different regions.

TRUSTEE McCARTY stated that it was his clear understanding that the 16 beds is only for one agency, and that agency cannot have beds in multiple places in the state.

CHAIR MICHAEL asked Ms. Baldwin-Johnson to track that and let the board know.

TRUSTEE COOKE stated that he is always in favor of more residential treatment, which is an appropriate role for the Trust. He stated concern about the Trust getting involved in any way with something that could turn out to be a turf war between Mat-Su and Kenai Borough folks. He asked about the local support for this project.

MS. BALDWIN-JOHNSON replied that due diligence with the community in the region has been done. There have been at least 30 community needs identified that this level of service is needed, and there is no other operator of residential men's treatment in the area.

CHAIR MICHAEL talked about the difference in the proposal of \$835,000 and the potential of Option 2 being \$1.3 million. She asked where the additional \$465,00 would come from.

MS. STEIN replied that the local banker has been spoken with and this would be viewed as a debt instrument to complete the program, to launch in this location and purchase the property.

CHAIR MICHAEL stated that her second question is on Option 2. She asked if there is any indication from the seller that they are committed to selling it for the price you may have already discussed.

MS. STEIN replied that the local realtors have been communicated with, but the owner was out of state, but returned today. She explained that they are long-term community members. She

added that they do feel that there would be support for the offer and what will be done in that location.

CHAIR MICHAEL called the question.

ROLL CALL VOTE: TRUSTEE EASLEY, yes; TRUSTEE McCARTY, no; TRUSTEE STURGEON, yes; TRUSTEE COOKE, yes; TRUSTEE DERR, yes; TRUSTEE MICHAEL, no; TRUSTEE BOERNER, yes.

The MOTION was approved.

MS. BALDWIN-JOHNSON stated that staff will still follow up with the answers to the questions asked and provide a budget.

CHAIR MICHAEL moved on to the next item, and asked Trustee Cooke to read the motion.

MOTION: A motion to approve a \$125,000 FY20 Authority Grant to Alaska Public Media for the Mental Health Content Initiative. Trustee funding will come from the FY20 communications budget line was made by TRUSTEE COOKE, seconded by TRUSTEE EASLEY.

MS. BIASTOCK explained that, last year, the Trust funded a mental health content initiative with Alaska Public Media in the amount of \$125,000. She recommended approving a grant in the same amount for the upcoming fiscal year. The intent of the grant was to increase public affairs coverage of issues related to Trust beneficiaries, and to expand the reach of that content to a statewide audience. Featuring this content has the benefit of informing and increasing the understanding of the public about the challenges faced by beneficiaries, and also help to reduce the stigma associated with those challenges. She stated that, to date, this fiscal year Alaska Public Media delivered, and we believe that the initiative was a success. She went through the accomplishments of this fiscal year.

TRUSTEE COOKE stated that he did not realize that this proposal would be an annual ongoing expenditure for funding. He asked how long it would continue. His second question was, as presenter and designer of the communications strategy, which involves lots of elements and components, how would this piece and this amount figure into the overall communications strategy.

MS. BIASTOCK replied, as to the content and how it meets the communications strategy, the content produced under this initiative absolutely aligns with that goal. She reiterated that it will reduce the stigma associated with issues faced by beneficiaries; help get the name of the Trust out there; hearing conversations with Alaskans that are facing or working with beneficiaries will go a long way to helping advance the conversation, especially coming from a variety of avenues. She added that it aligns with the communication objectives, and the funding amount is reasonable.

MR. ABBOTT stated that when this began the working assumption was that it would be funded for up to three years, and we have not committed any funds beyond the annual increment. He

continued that we've been working with the executive director of Alaska Public Media, and he has been willing to make the hiring commitment and the programming committee. The key element was to get Public Media stations statewide to all agree to change their programming, and make it a statewide platform.

CHAIR MICHAEL called the vote.

ROLL CALL VOTE: TRUSTEE EASLEY, yes; TRUSTEE McCARTY, yes; TRUSTEE STURGEON, yes; TRUSTEE COOKE, yes; TRUSTEE DERR, yes; TRUSTEE MICHAEL, yes; TRUSTEE BOERNER, yes.

There being no objection, the MOTION was approved.

PROGRAM & PLANNING COMMITTEE UPDATE

TRUSTEE COOKE stated that the summary of the meeting had not changed, and what has changed has been addressed. He continued there are no approvals from the committee and suggested moving on.

CHAIR MICHAEL asked Mr. Abbott to introduce the guest.

MR. ABBOTT stated that, in the ongoing effort to make trustees and staff aware of expectations regarding all of the different conducts regarding State ethics requirements, as well as Open Meetings requirements, he introduced Tim Parker from the Department of Administration to help learn more about the expectations for behavior between trustees and staff.

MR. PARKER stated that he is the training and development manager in the Department of Administration, the Division of Personnel. They train all State employees and have many different courses that are leader-led, as well as online courses. He continued that he has been with the State for 26 years, and has a lot of experience and education in things that he will share. He began with sexual harassment and defined it as any unwelcome sexual advances or requests for sexual favors, the submission to or rejection of those advances, and is a term or condition of employment. He stated that another form of sexual harassment is any conduct of a sexual nature that interferes with an individual's work performance or creates an intimidating, offensive, or hostile work environment. He explained it more fully with examples. He then moved to "hostile work environment," which can relate to any of the protected classes under State and Federal law. He continued that there are 11 protected classes under State law; sex and gender being one of them. There are nine protected classes under the civil rights law. He added that he would be focusing on sexual harassment, but added that hostile work environment can relate to any of the protected classes. He explained who determines if the action was offensive or sexual in nature, and looked at a reasonable person standard. It is a standard the courts have adopted about the perception of someone outside of that situation.

MR. STEMPEL asked, as a bystander witnessing, if he had a duty to intervene and tell them to stop or to somehow try to mitigate that situation.

MR. PARKER replied absolutely. A bystander in the role of a State employee, first, can get

involved. That is strongly encouraged, to give feedback and ask them to stop. He stated that he finds a lot of profanity at work because it is a habit, not even being thought of. He tells people to prepare for it. He continued that, in general, sexual harassment and harassment in general is way under-reported. People have a fear of retaliation. He added that in the guide he provided there is some additional information from the Equal Employment Opportunity Commission on retaliation, sexual harassment, and gender discrimination, as well as the State's anti-sexual harassment policy and a few of the different admin orders that relate to that. He pointed out Admin Order 195, which applies to all employees in the executive branch. It says that not only is there a need to treat with dignity and respect everyone hired and serve based on the 11 protected classes, but also include sexual orientation and economic status. He added that this is how the State is handling LGBTQ issues, as well as gender-identity issues. He also brought up Admin Order 81 which states if a person knowingly engages in harassment or encourages other people to do so, that person can be disciplined. He explained this fully, and then talked about the options available. He gave a model on how to take action called ACT. The A stands for appropriately disrupt the situation. C is to confront the harasser appropriately; awareness does help at times. T is to touch base with the person who was the object; how can you help, et cetera. He thanked all for the opportunity.

CHAIR MICHAEL stated that the last thing on the agenda is to take a quick minute for any comments.

MS. VANDAGRIFF thanked all for putting together the site visits; they are really beneficial.

MR. REINHART stated that it has been an honor working with all over these years.

CHAIR MICHAEL thanked him for all his hard work and leadership.

MS. THOMPSON thanked all for letting her come to the meeting. She thanked Miri for making it all seem so effortless in getting all this together.

(Applause.)

MS. THOMPSON also thanked the court reporter and also thanked the Trust for the support of people that are 60 and over with some kind of dementia.

CHAIR MICHAEL thanked Ms. Thompson and recognized Bev Schoonover.

MS. SCHOONOVER thanked all for providing this opportunity to comment, for listening to the comments, and allowing us to go on the field trip. She stated her appreciation to all the staff for all the help.

TRUSTEE McCARTY stated that it was marvelous to see all the different things that the Trust has in the state and the impact. He shared a success story that was told to him by a beneficiary at the Bread Line.

TRUSTEE STURGEON thanked the staff for setting up the big meetings and all the preparation that goes into it.

TRUSTEE COOKE echoed those sentiments and talked about the field trips and how going to different parts of the state makes for better communication and involvement.

TRUSTEE BOERNER stated her disappointment in missing the meeting and the site visits, and thanked all on the board.

MR. ABBOTT thanked all for a great meeting and for all of the attention over a couple of days like this.

CHAIR MICHAEL thanked everyone and stated that it was a great meeting. She added that it is beneficial when it is a combination of site tours and training. She asked for a motion to adjourn.

MOTION: A motion to adjourn the meeting was made by TRUSTEE EASLEY;
seconded by TRUSTEE DERR.

There being no objection, the MOTION was APPROVED.

(The Full Board Meeting adjourned at 3:20 p.m.)