

**BEXAR COUNTY BOARD OF TRUSTEES FOR
MENTAL HEALTH MENTAL RETARDATION SERVICES d/b/a
THE CENTER FOR HEALTH CARE SERVICES**

Regular Board Meeting Minutes

6800 Park Ten Blvd, Suite 200-S

San Antonio, Texas 78213

Tuesday, October 8, 2024

6:00 p.m.

TRUSTEES PRESENT:

Daniel T. Barrett, Chairman
Graciela Cigarroa, Treasurer
Shari Hromas
Roberta Krueger, M.D.
Polly Jackson Spencer, Ret. Judge
Sandee Marion, Ret. Judge

TRUSTEES ABSENT:

Margaret M. Vera
Donnie Windham Whited, Secretary

STAFF PRESENT:

Jelynn LeBlanc Jamison, President/Chief Executive Officer
Frank Garza, General Counsel (by Teams)
Robert Guevara, Chief Financial Officer
Dr. Amber Pastusek, Chief Medical Officer
Venisa Saenz, Chief of Staff/Board Liaison
Allison Greer, VP of Governmental Relations
Ashley Esparza, Interim Sr. Director of Integrated Marketing & Comm.
Justin Hansen, Director of Enterprise Solutions
Leonard Rodriguez, Sr. Director of Development & CHCS Foundation
Daniel Perez, Social Media Analyst
Jackie Villanueva, Community Referral Liaison
Cynthia Hinton, Executive Assistant

GUESTS PRESENT:

Dr. Richard Usatine, Past CHCS Board Member
Alejandra Canales, KGB Texas
Abraham Flores, KGB Texas
Jonathan Gurwitz, KGB Texas
Ron Landreth, KGB Texas

The regular meeting of the Bexar County Board of Trustees for Mental Health Mental Retardation Services d/b/a The Center for Health Care Services was held on Tuesday, October 8, 2024, at the Administrative Offices located at 6800 Park Ten Blvd, Suite 200, San Antonio, Texas 78213.

**CALL MEETING TO ORDER
CERTIFICATION OF QUORUM**

Mr. Barrett called the meeting to order at 6:04 p.m., with the following trustees present: Mses. Cigarroa, Hromas, Krueger, Marion, and Spencer, thereby establishing a quorum.

PLEDGE OF ALLEGIANCE – Led by Mr. Barrett

RECOGNITION OF SERVICE – Dr. Richard Usatine

Mr. Barrett recognized and thanked Dr. Usatine for fifteen years of service as a Board Member with the Center and saw the Center through many changes. He thanked Dr. Usatine for his love that he has given to many of his clients/patients, and to so many of this community. Dr. Usatine is truly a notable example. Ms. Jamison then presented a Resolution to Dr. Usatine. She stated the Center recognizes Dr. Usatine for giving of his time and talent to help others find hope and healing, and the Center thanks him for his dedicated service to the Center and our consumers.

Dr. Usatine was then presented with a gift and thanked everyone. He said it has been a pleasure and if the Center ever needs to call on him or be of help, he is still around. He also wanted to thank the Center for something not so obvious; that while two free clinics were opened in 2005, there are now six free clinics in the community that students and faculty serve. One of those free clinics is at the Restoration Center run by CHCS, which has meant a lot to the students, faculty, and his fellows who come and train with him for a year. They all go there on Thursday evenings and provide free general health care services to people from Haven for Hope. He appreciates that and hopes they can continue to partner with that. Ms. Jamison said the Center is counting on that.

CITIZENS TO BE HEARD – None to be heard.

I. APPROVAL OF MINUTES

Mr. Barrett asked for a motion to approve the Minutes of the August 13, 2024, Regular Board Meeting, which were presented for review and approval. Dr. Whited so moved for approval as presented; Judge Marion seconded the motion. Motion carried.

II. BOARD CHAIRMAN REPORT – Daniel Barrett

- Nominating Committee – Mr. Barrett stated that once a year the Nominating Committee nominates new officers of the Board. He appointed Judge Marion to chair this Committee, and Ms. Hromas will be a member of this Committee. Mr. Barrett said if another member is interested in serving on the Committee but not interested in being an officer, please contact Judge Marion as there needs to be two members for this Committee besides the Chairperson.

III. PRESIDENT/CEO REPORT Leadership Briefing

Ms. Jamison stated she does not have a Leadership Briefing report.

Contracts executed by the President/CEO over \$50,000 and under \$100,000 for the months of August 2024 and September 2024 – None to report.

Chief Medical Officer's Report

Dr. Pastusek reported on the following:

- Psychiatrist at Eastside clinic resigned at the end of August, and Dr. Pastusek is working on recruiting a new Psychiatrist.
- A Psychiatrist was hired for the Haven for Hope.
- A Psychiatric Mental Health Nurse Practitioner was hired for the Enrollment position at the Paul Elizondo clinic.

She stated these hires are replacing Locum Tenen contracts and is trying to get full-time staff.

IV. CONSENT AGENDA

1. Review/Approve the authority for the President/CEO to Negotiate & Execute a Contract for the Provision of Whole Life Insurance – *Adam Velez*
2. Review/Approve the authority for the President/CEO to Negotiate & Execute an Agreement with Southwestern Music Therapy, LLC for the provision of YES Waiver Services – *Adam Velez*
3. Review/Approve the authority for the President/CEO to Negotiate & Execute an Agreement with Myndfit Mental Health, LLC for the provision of YES Waiver Services – *Adam Velez*
4. Review/Approve the authority for the President/CEO to Negotiate & Execute a Contract with GLOBO Language Solutions, LLC for the provision of Interpretation and Translation Services – *Adam Velez*
5. Review/Recommendation to the Board of Trustees Approval of an Order Authorizing the Issuance of \$15,000,000 Revenue Anticipation Notes, Series 2024 – *Robert Guevara*
6. Review/Approve acceptance of the Investment Policy committee recommendation to implement the three mandatory 457 Plan changes and optional plan revisions 2,7, and 10 in response to the Secure Act 2.0 – *Robert Guevara*
7. Review/Approve acceptance of the CY 2024 Second Quarter Performance Report of the Center's 401(a) and 457(b) Accounts from Morgan Stanley – *Hunter Stanco*

Mr. Barrett asked for a motion to accept the Consent Agenda. Dr. Krueger so moved; Judge Spencer seconded. Motion carried.

V. INDIVIDUAL ITEMS FOR REPORT, DISCUSSION & APPROPRIATE ACTION

1. Review/Approve a Resolution authorizing the President/CEO to request to the Texas Department of Housing and Community Affairs (TDHCA) to become a Reservation System Participant (RSP) to access HOME funds an authorizing the Clinical Director to execute certain documents on behalf of The Center for Health Care Services – *Robert Guevara*

Mr. Guevara reported this is a new Resolution that will allow the Center to be a participant of the Reservation System with TDHCA that will allow our Clinical Director to execute certain documents on behalf of the Center to get rental assistance for Center clients. The Center has only been able to draw down approximately \$1.3 million in HOME funds for approximately 111 clients over the past three years. Approval of this Resolution will allow the Center to continue participation in RSP agreements for a three-year period from November 1, 2024, through October 31, 2027. One of the requirements is that \$15,000 be set aside in cash reserves on the balance sheet to utilize if necessary, during the RSP agreement term.

Mr. Barrett asked for a motion to accept this Resolution. Judge Spencer so moved; Ms. Cigarroa

seconded. Motion carried.

2. Review/Approve the Center's Financial Statements for the period ending June 30, 2024, July 31, 2024, and August 31, 2024 – *Robert Guevara*

a) June 2024 Financials

- Monthly loss of (\$401,927), YTD loss (\$3.2 million), Planned Reserve Expenditures \$15 million, Net YTD is \$11.9 million through the month of June.
- Monthly personnel costs were \$(614,074) below May expenses. June had three fewer payroll days.
- DPP/Charity Care recognition YTD \$16,279,770 – Approximately (\$2,470,230) below the budget year to date.
- Fund Balance Composition: Cash \$18,242,327, A/R \$13,177,687.
- Cash Flow – Beginning Balance \$18.9 million, In Flows \$11.9 million, Out Flows \$11.3 million, Ending Balance \$19.6 million.

b) July 2024 Financials

- Monthly loss of (\$655,289), YTD loss (\$3.4 million), Planned Reserve Expenditures \$16.8 million, Net YTD is \$12.8 million through the month of July.
- Monthly personnel costs were \$750,861 above June expenses. July had three additional payroll days.
- DPP/Charity Care recognition YTD \$17,913,601 – Approximately (\$2,711,399) below the budget year to date.
- Fund Balance Composition: Cash \$22,651,428, A/R \$14,096,310
- Cash Flow – Beginning Balance \$19,666,376, In Flows \$14,807,105, Out Flows \$11,096,200, Ending Balance \$23,377,281

c) August 2024 Financials

- Monthly loss of (\$623,261), YTD loss (\$4.5 million), Planned Reserve Expenditures \$18.5 million, Net YTD \$14 million through the month of August.
- Monthly personnel costs were (\$368,633) below July expenses. August had one less payroll day.
- DPP/Charity Care recognition YTD \$19,588,168 – Approximately (\$2,911,832) below the budget year to date.
- Fund Balance Composition: Cash \$17.3 million, A/R \$12.1 million
- Beginning Balance \$23.3 million, In Flows \$7 million, Out Flows \$12.5 million, Ending Balance \$17.9 million.

Mr. Barrett asked for a motion to approve the Center's Financial Statements. Ms. Hromas so moved; Judge Marion seconded. Motion carried.

3. Review and Approve the FY 2025 Board Individual Self-Assessment Form and the Board Annual Evaluation Form – *Frank Garza/Jennifer Hussey*

Mr. Garza stated that every year per Board policy, the Board is supposed to self-evaluate themselves. The Executive Committee reviewed the self-assessment tool that has been used in the past, and the Board themselves must approve it. Once it is approved, it will then be sent to

each Board Member to fill out and send back, so that an accumulation of the responses can be put together. The tool has not changed from last year, therefore the Executive Committee recommended approval by this Board so that it can be sent to each Board Member to do their self-assessment.

Mr. Barrett asked for a motion to approve the Assessment forms. Judge Marion so moved; Dr. Krueger seconded. Motion carried.

4. Consideration of CHCS Brand Refresh – *Ashley Esparza*

Ms. Esparza shared the results of the FY 2024 paid Media Campaign. In the past three years since acquiring an Agency of Record, KGBTexas, the Center has made great positioning findings. She reminded everyone of the campaign objective: to increase top of mind awareness of the Center among key stakeholders and the San Antonio community. There were two sessions for this campaign to help maximize the budget, from November 2023 to mid-January 2024 and from April 2024 through the end of July 2024. Demographic breakdown: With session one and two, there were a total of fifty million impressions, 17,000 Link Clicks, a cost per one thousand Impressions of \$3.20, and the utilization of 13 Billboards across San Antonio.

Ms. Esparza stated that Programmatic Display tactic achieved the highest visibility amongst digital elements, reporting over 6.3 million delivered impressions. Mobile Device ID elements proved to be an effective driver of traffic to the CHCS website and delivered a 0.70% CTR or more than double the industry average of 0.25%. Overall, KGBTexas negotiated lower rates and secured an additional 1.5 million Impressions as well as an Out-of-Home extension from late July to mid-September 2024. She went over the strategic analysis on the placement of the Center's digital demographics of the target audiences. Target audiences were CHCS Stakeholders and partner organizations as well as Bexar County residents and the community. She also went over the Digital Creatives used and stated that the images and colors used fared very nicely into the flow of what will be discussed with the Brand Refresh. Ms. Esparza then introduced partners of KGBTexas; Jessica Serna, Jonathan Gurwitz, and Ron Landreth to present the Brand Refresh.

Ms. Serna started by going over the four phases of the Brand Refresh. Mr. Gurwitz then went over the Research Background, Research Objectives, and the Research Summary. Mr. Landreth went over what is being proposed as a refresh, and the process into logo development, including the CHCS icon, the colors, and typeface that were chosen and why. He also gave a Brand Narrative for CHCS, a Brand Persona, and what a Tagline should be.

Ms. Serna went over the Next Steps of Internal & External Rollouts

Phase 1 – Internal Rollout, Timing is December 2024 – February 2025

- Finalize brand materials, guidelines, and internal messaging.
- Organize and host training sessions to educate key employees about the new brand.
- Launch and celebrate brand refresh with employees.
- Push swag and initiate buyback program (CHCS shop)
- Website audit and develop interim landing page.

Phase 2 – External Rollout, Timing is March 20265 – May 2025

- Launch interim landing page.
- Send external messages to stakeholders, consumers, etc.
- Distribute announcements to media outlets.
- Launch paid media campaign.
- Host State of Mental Health Event

Mr. Barrett had questions. Ms. Jamison felt the information from the Focus Groups was highly informative, and the feedback from the community not knowing what the Center did even though they saw the name. Still get many questions such as who the Center is, what is an LMHA, etc. The Center for Health care Services does not talk about all the different services that is provided, and the difficulty the community still has with trying to navigate and get services. She said we are not hearing that from the clients that are in-service, it is being heard from the community at large that does not know how to connect or who we are and what we do. She was looking at this opportunity for people to see it and say what is it because then a conversation can become engaged to say we are the Center, and this is what is provided. If it is acceptable to the Board, she looks at it as an opportunity to have a different conversation in the community and explain who we are, which is not what we get today with the current logo. She mentioned that others have updated their logo to engage in a different conversation and it has been successful across the spectrum, whether it's a national or local brand. It may require a conversation with more funders and increase donor capability, and those conversations are already taking place with the Center's Foundation Board. Questions were asked. Comments made.

Mr. Barrett said he is open to a new logo and to positive change, but like success come additional pressures to fulfill the need. If the Center is ready to embrace this new growth, then he is hoping the Center can come along at the same level of attracting new funding. Ms. Jamison thinks his concerns are fair and understandable, but she also knows the work that is being done internally to totally leverage the new funding environment. Discussion ensued.

Mr. Gurwitz stated it is a significant change, but the Center is not the same organization that it was four years ago prior to the pandemic or even twelve years ago, and the change is appropriate. He made some comments to address Mr. Barrett's concerns. He said KGBTexas did the research, talked to the Center's partners, staff, and referring agencies, and identified the problem and how to address it. Mr. Barrett thanked Mr. Gurwitz for an excellent job and knows it was a lot of work.

5. Review CHCS 89th Legislative Update – *Allison Greer Frances*

Ms. Greer stated that the regular session is 98 days away from the 89th Legislature. She introduced Carla Riedl, Legislative Analyst of the Center, and is doing a lot of the contact with the Legislative delegation. Ms. Greer gave some background information about the Texas Legislature and went over the Political Landscape of the Texas House of Representatives and the Race for Speaker of the Texas House of Representatives. A lot more will be known after November 5, 2024. She said ARPA funding is ending and must be spent by December 2026 which is almost a billion dollars for both the City and County and much more combined for the State of Texas. The funding for HR 133 is also being looked at; what it funds now, and how it is supplemented at the end of its life which is December 2026. She is also talking to the delegation about the State of Texas General Revenue Funding of \$32 million which is for outpatient services, general revenue,

and serves 40,000 people which is about 20% of the clients we serve.

Ms. Greer went over each of the 89R Legislative Priorities and the 89R HHSC Legislative Appropriations Request. She reported on what is being done for Community Engagement. She and Ms. Riedl have been busy either attending or providing testimony at the Interim Hearings. There are about two or three every week. They either go or provide written testimony to the Committees. They also encourage the Center's workforce to testify if the Center has a bill or issues. She is expecting one or two from the Peer community to testify and would also like to get a couple of people from the IDD workforce to testify. She and Ms. Riedl develop a list of people who would like to go and advocate on behalf of the Center. There is a lot to track and keep up with, and this session will be interesting.

VI. INFORMATION ITEM

1. Employee Giving Society – Leonard Rodriguez

Mr. Rodriguez gave a briefing on the CHCS Employee Giving Society (EGS). This year the goal is \$125,000 and the theme is Raising Funds Raising Spirits. The EGS is in partnership with United Way. This has been done for several years and have often been able to meet the campaign goal. In the last two years they have been able to raise more than \$100,000 but participation has been at about 30 – 40%. This year they took a step back and met with the MarCom team and produced a Homecoming theme for this year to increase participation. He went over the ways employees could participate and what the incentives are. The funds raised are reinvested back into the units. The units write grants to the Foundation office and EGS members get to review them and work with the Finance team and those funds get deployed back to the units to help with gaps.

He said thanks to Ms. Jamison, CHCS is the only entity with United Way who gets to keep 100% of the donations that are earmarked back to the Center, and it is a good program. Ms. Jamison mentioned that program was started before she came to the Center, but United Way continues it and what she does in exchange is serve on their Board. Mr. Rodriguez gave an overview of the theme, the nominations, and the timeline of events. He went over the new Swag levels as an incentive for more participation and mentioned the Golf Tournament that is coming up.

VII. EXECUTIVE SESSION (DISCUSSION ONLY: CLOSED TO THE PUBLIC) PURSUANT TO CHAPTER 551, TEXAS GOVERNMENT CODE 551.071 (Consultation with General Counsel)

551.071(Consultation with General Counsel): Advise on matters in which the duty of the General Counsel to the Center under the Texas Disciplinary Rules of Professional Conduct of the State of Texas clearly conflicts with Chapter 552 of the Texas Government Code

A. *551.071 (Consultation with General Counsel) and 551.072 (Deliberations about Real Property) to discuss the terms of the proposed Collaborative and Space Use Agreement with Haven for Hope.*

Mr. Barrett called the meeting into Executive Session at 7:45 p.m.

VIII. RECONVENE OPEN SESSION

The meeting reconvened at 7:52 p.m. The Board gave Ms. Jamison direction on options they would like for CHCS to explore including a meeting with the City of San Antonio. Mr. Barrett stated there was no action taken in Executive Session.

IX. REPORTS

1. TEXAS COUNCIL OF COMMUNITY MHMR CENTERS INC. BOARD – Daniel T. Barrett

Mr. Barrett stated the Texas Council Board will meet November 8, 2024, and he will bring a report to the next meeting.

2. TEXAS COUNCIL RISK MANAGEMENT FUND BOARD (TCRMF) – Robert Guevara

Mr. Guevara stated the next meeting will be held November 13, 2024. Ms. Jamison mentioned that TCRMF did reach out and asked Center staff to do some training on Safety. Our safety person took that back and said the Center does a wonderful job and would like to use them on Safety and Compliance.

3. TEJAS HEALTH MANAGEMENT BOARD – Robert Guevara

Mr. Guevara stated the next meeting will be held November 14, 2024.

X. ADJOURNMENT

There being no further business, Mr. Barrett asked for a motion to adjourn the meeting. Judge Spencer so moved; Judge Marion seconded. Mr. Barrett adjourned the meeting at 7:56 p.m.

Passed and approved this 10th day of December 2024.



Daniel T. Barrett
Board Chairman



Cynthia Hinton
Executive Assistant