

Alcohol, Drug Addiction, & Mental Health Services Board of Cuyahoga County
Orientation & Communications Committee
Wednesday March 18, 2009
4:00 p.m. – 5:30 p.m.
CCCMHB Offices

Board Members

Mary Warr, Chairperson

Facilitator

Elsie Day

Guests

Julie Fogel

Scott Osiecki

Welcome and Introductions:

Mary Warr, Co-Chairperson, called the meeting to order at 4:05 p.m. and welcomed all in attendance.

Minutes:

The minutes were approved as submitted.

Discussion on Feedback from ADAMHS Board:

Orientation & Communications Committee recommendations to the ADAMHS Board on key messages, the outline to the Board Manual, and tag line were discussed. The outline of the Board Manual was approved and it was agreed that the Board orientation on the Manual should be in May. The tag line was approved with final wording to be determined at a later time. The key messages were approved.

Decision on Tag Line:

Scott Osiecki reported that the tag line is:

“Improving Lives Through Wellness, Recovery, & Independence”

Logo Development:

Scott Osiecki reported that Spiral Studios was selected to develop the logo/branding for the ADAMHS Board. Osiecki & Fogel review several options, then will make a recommendation to Chief Denihan for his approval. A virtual focus group will be conducted to obtain input from the community. The final logo will be presented at the April 2009 ADAMHS Board meeting.

Web Design:

A RFP was issued for the Web design and 30 vendors from all over the world expressed an interest in designing it. An interdisciplinary staff team will select the vendor. A temporary website should be in place by July 2009.

Board Manual & Orientation Session:

Julie Fogel summarized the material she has gathered to be included in the Board Manual. It is agreed that all materials will not be available by the May 2009 orientation session for Board members. It was agreed that the Orientation & Communications Committee would recommend to the ADAMHS Board that two sessions be held as follows:

- May 30, 2009 session from 8:30 a.m. – 12:30 p.m. addressing the following topics:
 - Overview of mental health and alcohol and other drug addiction needs and services

- Board responsibilities emphasizing legal requirements associated with the ADAMHS Board
 - Review of all major decisions, policies, and procedures approved by the Board and staff that will be formally ratified and/or implemented after July 1, 2009
 - Additional decisions, policies, and procedures to be developed and approved
 - Planning around the first three meetings of the ADAMHS Board starting in July 2009
 - Open discussion of issues and concerns
- November 2009 session that includes a completed Board Manual and an orientation on the Manual

Update on Interviews with Other Boards:

There was no update on interviews with other Boards.

Language Referring to Consumers/Clients:

Julie Fogel contacted several Ohio Boards and found that there is not consistent language utilized to refer to consumers/clients. Examples of language used included:

- Consumers
- Receivers of service
- Clients
- Customers

The Orientation & Communications Committee agreed that staff of the Boards should make this decision, not a committee of the ADAMHS Board.

Other:

It was agreed that nothing further needed to occur in relation to the key messages.

Report to Consolidated Board:

Elsie Day will prepare a report from the Orientation & Communications Committee and Elsie Day, with the assistance of Mary Warr, will make the Orientation & Communications Committee report to the ADAMHS Board on March 19, 2009.

Next Meeting:

The next meeting of the Orientation & Communications Committee is scheduled for April 15, 2009, at 4:00 p.m. at the Mental Health Board.

The meeting adjourned at 5:30 p.m.