



## BOARD OF DIRECTORS MEETING MINUTES July 6, 2021

A quorum of RBHA Board Members, the CEO and Executive Assistant assembled for this meeting in the RBHA Board Room, on the 2<sup>nd</sup> floor of Richmond Behavioral Health Authority, at 107 S. 5<sup>th</sup> Street in Richmond, Virginia 23219.

This meeting was also held through electronic communication means pursuant to Ordinance No. 2021-181 (City Council for the City of Richmond, June 28, 2021) due to the disaster represented by the spread of COVID-19.

The public was provided the option to attend in person or by teleconference/videoconference via Zoom. Other RBHA Board Members and staff attended by teleconference/videoconference via Zoom.

RBHA Board members present: Dr. Joy Bressler; Scott Cannady; Denise Dickerson, Secretary/Treasurer; Dr. Cheryl Ivey Green, Chair; Karah Gunther; Shauntelle Hammonds; Colleen Howarth via Zoom; Dr. Brian Maiden via Zoom; Dr. Cynthia Newbille; **Malesia "Nikki" Taylor** and Eduardo Vidal (*did not vote, late attendance*).

RBHA Board members absent: Irvin Dallas, Vice Chair; Melodie Patterson and Dr. Andrew Ramsey.

Staff present: Dr. John Lindstrom, CEO; Amy Erb; Bill Fellows; Shenee McCray; Carolyn Seaman; Cristi Zedd and Meleese Evans, Executive Assistant.

**RBHA's Legal Counsel:** Jon Joseph of Christian & Barton, LLP.

Guests: None.

Proceedings:

- The meeting was called to order at 3:03 p.m. by Dr. Cheryl Ivey Green.
- *Motion: Dr. Cynthia Newbille moved to accept Colleen Howarth's remote participation from her home; seconded by Denise Dickerson and unanimously approved by all board members present.*
- Dr. Cheryl Ivey Green welcomed Shauntelle Hammonds to the RBHA Board of Directors and board members and staff introduced themselves.
- Dr. Green asked that today's Board Meeting Agenda be modified to move the Finance Committee report following employee recognitions and then discussion of approving the FY 22 Budget and Performance Contract. *Motion: The motion was made by Karah Gunther to modify today's agenda as requested by Dr. Green; seconded by Dr. Joy Bressler and unanimously approved by all board members present.*
- *Motion: Dr. Cynthia Newbille moved to accept Dr. Brian Maiden's remote participation from Woodbridge, VA; seconded by Malesia "Nikki" Taylor and unanimously approved by all board members present.*
- The Board meeting minutes for June 22, 2021 were approved with a motion by Karah Gunther; seconded by Dr. Joy Bressler and unanimously approved by all board members present.
- Public Comment: None.

### Employee Recognitions

- The Be Well RVA Team of the Grants, Research, Evaluation and Planning Division was recognized as team of the month.
- The Outpatient Medical Team – Medication Unit and RICH Clinic was also recognized as team of the month.

Finance Committee Report – Denise Dickerson

- Total cash in the bank at April 30th was \$21 million, and RBHA's share of that cash is \$4.9 million.
- RBHA's current operating reserve ratio is down slightly from last month to 0.75 or about one and a half months of expenses. This low ratio is due to having 3 pay days in April causing expenses to be higher than normal. Collections from MCOs was up in May, so the ratio is expected to improve for May and June.
- Net income is currently \$14.9 million; however, that figure contains prior year carry over amounts and similar balances are expected to be carried over at the end of this fiscal year. Accordingly, net income will decrease once those funds are deferred.
- Gross Accounts Receivable is \$9.9 million and net Accounts Receivable, after the allowance for doubtful accounts, is \$5.8 million due from the MCOs.
- The note payable balance at April 30th is \$2.98 million which has been recorded in the current and long-term liabilities section of the Balance Sheet.

Approve FY 22 Budget and Performance Contract

- The Board reviewed the proposed FY 22 transmittal budget memo from Dr. Lindstrom and budget summary pre-approved by the Finance Committee, as well as the Performance Contract from the Department of Behavioral Health and Developmental Services.
  - *Motion: Dr. Cynthia Newbille moved that the Board accept the FY 22 Budget and the Performance Contract as presented; seconded by Karah Gunther and unanimously approved by all board members present.*

Board Chair Report - Dr. Cheryl Ivey Green

- Dr. Green thanked all for meeting in person today and those meeting by Zoom.
- Dr. Green also thanked the Executive Leadership Team and the RBHA Board for all the work done during the pandemic, including maintaining the 420 E. Cary Street building, the ribbon cutting ceremony at the North Campus, the work being done on the Marcus Alert Program and work being done by Carolyn Seaman and the Brand Federation.

Chief Executive Officer's Report - Dr. John Lindstrom

- The CEO Report was discussed and is **included in today's board meeting packet and with today's meeting minutes.**
- The Marcus Alert in the five initial jurisdictions is expected to be operating by December 1, 2021.

RBH Foundation Report – Carolyn Seaman

- The Foundation Development Report was discussed and is **included in today's board meeting packet and with today's meeting minutes.**
- Carolyn Seaman thanked the RBHA Board for their participation and engagement with the presentation at the Board retreat. The first Monthly Mission Message was recently sent to both Boards and the Executive Leadership Team.
- Inviting five new board members to join the RBH Foundation Board, to total thirteen RBH Foundation Board Members.
- Save the Date cards for celebrating 25 Years Open Houses will be mailed at the end of July and electronic versions will also be sent.

Committee Reports:Access & Service Delivery Committee – Malesia "Nikki" Taylor

- The Access & Service Delivery Committee reviewed and discussed RBHA's Service

Data Report for the 3<sup>rd</sup> Quarter FY-21 and the Human Rights Report.

- The Human Rights reports noted six complaints throughout the 3<sup>rd</sup> Quarter. Two (2) were determined to be potential human rights violations and zero were ultimately found to be human rights violations.
- The Committee considered a wide range of future Board presentations through January, 2022. Since there is not a presentation today, the Homeless/Housing Services presentation will occur at the September Board meeting.
- The Committee discussed the status of the RICH Integrated Care Clinic. The RICH Recovery Clinic has served over 3,300 consumers and continues to provide telemedicine to RBHA clients during the pandemic.
- A draft report of the Access and Service Delivery Committee meeting is included in today's board meeting packet.

Advocacy & Community Education Committee – Scott Cannady

- The Advocacy and Community Education Committee has not met since the last board meeting.

Executive Committee – Dr. Cheryl Ivey Green

- The Executive Committee has not met since the last board meeting.

Human Resources Committee – Irvin Dallas

- The Human Resources Committee has not met since the last board meeting.


Nominating & By-Laws Committee – Dr. Joy Bressler

- The Nominating and By-Laws Committee has not met since the last board meeting.

The meeting adjourned at 4:34 p.m. with a motion by Karah Gunther; seconded by Denise Dickerson.

The next Board of Director's meeting will take place on Tuesday, September 7, 2021 at 3:00 p.m.

Respectfully Submitted:



Dr. Cheryl Ivey Green  
RBHA Board Chair



Dr. John P. Lindstrom  
Chief Executive Officer

Richmond Behavioral Health Authority  
Board of Directors  
Chief Executive Officer's **Report**  
July 6, 2021

As we begin a new operating and fiscal year, I first want to welcome Shauntelle Hammonds as our newest member of the RBHA Board of Directors. Thanks for your interest in RBHA and willingness serve the community through Board membership.

The proposed RBHA FY 22 Budget was reviewed and approved **by the Finance Committee for full Board action at today's** meeting. You will find the transmittal memorandum and budget summary in your materials.

Renovations of the first floor outpatient and medical services areas at our main building have not yet commenced as our contractor is still waiting on permits from the City. We are anxious to get underway as these building improvements will accommodate service expansion and improve the consumer and staff experience.

RBHA, along with its Region 4 partners, have begun the process of exploring web-based learning platforms which could accommodate and enhance training opportunities. RBHA currently contracts with Netsmart for online training. Two such platforms were recently introduced. Representatives of Trilogy and Relias discussed potential cross-region application in support of compliance-related training, STEP VA training requirements, and other continuing education opportunities.

RBHA and the Region 10 CSB (Charlottesville) are in the process of constructing a joint RFP in support of establishing regional crisis call centers. The call centers will be funded with DBHDS STEP VA dollars.

The Richmond City Marcus Alert planning continues. The Department of Emergency Communications rolled out the required voluntary database, using Rapid SOS within its call center data platform. Public awareness messaging has been initiated through various local media outlet and social media. We are in the process of developing position descriptions for Co-response/Community Care Team members and the Regional Marcus Alert Liaison, funded by an allocation from DBHDS. A local stakeholders group will meet monthly during the ongoing planning and implementation of Marcus Alert, and quarterly thereafter. Protocols for screening and triaging crisis calls within the 9-1-1 call center are in development.

Finally, I would like to thank all RBHA and RBHF board members who were able to participate in our June 22 retreat. We received some very exciting information about planned events over the next year related to the RBH **brand and in celebration of RBHA's 25<sup>th</sup> Anniversary**. Happy Anniversary RBHA!

Respectfully submitted,



John P. Lindstrom, Ph.D., LCP  
Chief Executive Officer

RBHA Board Meeting  
Development Report – July 6, 2021

Richmond Behavioral Health Foundation

YTD Income (minus grants) to RBHF: \$16,459.34 (as of May 31, 2021)

YTD grants awarded: \$51,320 (as of May 31, 2021)

YTD gifts-in-kind: \$68,357.20 (as of May 31, 2021)

YTD Total Revenue: \$136,136.54 (includes GIK values)

	Current Year (FY21)	Previous Year (FY20)	Two Years Ago (FY19)
	Total Grants/Requests Submitted in FY21 (July 1, 2020 – June 30, 2021)	Total Grants/Requests Submitted in FY20 (July 1, 2019 – June 30, 2020)	Total Grants/Requests Submitted in FY19 (July 1, 2018 – June 30, 2019)
Number of Submitted Grants/Requests	7 Total: \$108,820	2 carryover from FY19 (\$40,000) 10 (TOTAL: \$151,000)	9 \$418,500 and up to \$500,000  (TOTAL: \$918,500)
Number of Funded Grants/Requests	3	7	5
Dollar Value of Awarded Grants/Requests	\$51,320	\$142,000	\$59,795
Number of Pending Grants/Requests	1	0	2
Dollar Value of Pending Grants/Requests	\$15,000	0	\$40,000
Number of Denied Grants/Requests/Postponed	3	2 - denied 3 - cancelled (COVID)	3
Dollar Value of Denied or Partially Funded Grants/Requests	\$57,500	\$59,000	\$821,500.00
Gifts in Kind - Monetary Value (Includes Value of Volunteer Hours and Value of donated items)	\$68,357.20	\$57,671.25	\$9,342.00

RBHA Board Meeting  
Development Report – July 6, 2021

Volunteer Hours	1551	863	200
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Update on Grants and Gifts: See attached chart

RBHA Board:

- RBHF Board is vetting 5 potential new Board Member candidates to join the Board in July 2021

Communications:

- RBHF will be conducting an outreach initiative to introduce RBH to community organizations, businesses who may be unaware of the work we do. July 2021
- Carolyn Seaman, Charlene Edwards, Shenee McCray presented to the African American Resource Group of Kroger Employees at their headquarters. June 2021
- Carolyn Seaman, Angela Sparks, Kirk Morton participated in an outreach event at the Science of Museum Mind Matters Exhibit. June 2021
- Dr. Lindstrom and Dr. May participated in a virtual outreach event to a fraternal organization at VCU – topic of College Students, COVID, and Coping
- Mural with Hamilton Glass – RBH Branding Team is working with Hamilton to finalize concepts for presentation to the larger group
- 2 Commercials currently in production with a local production company – partnership with Charlene and Prevention Services. Concepts are around suicide prevention, mental wellness, and substance use.
- Employee Engagement around new brand – Virtually Fearless Wellness Challenge – we have completed 4 Mini Challenges and the Main Event Challenge – over 100 employee participants
- Internal and external transitioning to new brand graphics has begun.
- Moving close to roll out of all brand components with employees and beginning transition to incorporating Brand Identity – internally and externally
- Next Steps:
  - Brand Standards Manual to be completed
  - Print Collateral Strategic Plan to be finalized
  - Begin transition of internal documents and external facing communications
- Developing a Communications Plan
- Developing a Social Media Plan
- Beginning work on Employee Recruitment Plan
- Branding Roll Out to Staff took place October 29<sup>th</sup> via Zoom Webinar

Key Metrics:

- 414 Employees registered for the webinar; 352 attended
- Direct feedback was received from 151 attendees, over 40% of all attendees
- Despite the challenging COVID backdrop, 89% of feedback was extremely positive
- Only 2% of attendees provided negative constructive feedback
- 59 Employees volunteered to participate in upcoming aspects of the re-branding process (i.e., marketing, event planning, etc.)
- Logo Presentation to RBHA Board for vote to adopt – September 1, 2020 – ADOPTED
- RBH Brochure and RBHF Insert is complete

RBHA Board Meeting  
Development Report – July 6, 2021

Volunteer Appeals/Events:

- We will be scheduling a volunteer event at North Campus to install a rain garden to assist with water flow (materials purchased through EPA/Lewis Ginter grant). July 2021
- DIY Volunteer Projects – Activity Kits – We received 540 Activity Kits which were distributed to Child & Family programs, CSU, and North Campus programs
- RBHF Board is actively pursuing additional Board Members – we are currently meeting with 5 potential new board members
- Initial Planning for a North Campus – CSC and Walking Trail – Ribbon Cutting Event
- Exploring additional DIY Volunteer Project Kits to initiate:
  - Indoor Activity Kits – for children & adults
  - Outdoor Activity Kits – for children (for spring)
- DIY Volunteer Project Outcomes:
  - Volunteer Service Hours: 1,227
  - Painted Rocks for NC Walking Trail: 58
  - Nourishment Kits: 449
  - Hygiene Kits: 252
  - Cold Weather Item Kits: 1266
- DIY Volunteer Project Impact:
  - Items have been distributed to 17 RBHA programs for distribution to individuals and families in need
- Planning several Volunteer Appeals in partnership with Hands On Greater Richmond - primary goal is to connect with individuals in the community and establish new relationships
  - Painted Rocks – North Campus Walking Trail
  - Hygiene Kits – Marshall Center, MRTC, PACT, Homeless Services
  - Nourishment Kits – Homeless Services
  - Cold Weather Kits – to grow our Giving Tuesday Cold Weather Item Collection
- Walking Trail – North Campus – November 2020 – Work to begin this week – tentatively scheduling 2 small volunteer opportunities around the installation of the walking trail

Appeals:

- Year End Appeal Results with new branding:
  - 33% increase in monetary donations
  - 947% increase in tangible donations
  - 44 new page followers on Facebook
  - Doubled our followers on Instagram
- Annual Appeal Campaign begins this week
  - Mailing
  - Email
  - Social Media Campaign
- Annual Appeal to begin in late October – first wide distribution of the new RBH brochure
- Planning a **campaign for the Children’s Services Center at North Campus** – Outdoor Needs – primary goal is to involve/reach community members and increase community awareness of RBHA – Spring 2021



RBHA Board Meeting  
Development Report – July 6, 2021

- GIVING TUESDAY – December 1, 2020 – plans underway for securing cold weather clothing items
- United Way Employee Campaign – November 16, 2020

Grants:

- Cross Creek Nursery will be installing the Pollinator Garden at North Campus on July 6, 2021. Garden installation funded by EPA/Lewis Ginter Grant.
- Completing work on the Walking Trail this week – ConserVAtion Fund grant
- Beginning work on the EPA grant to address storm water management on the North Campus – Cross Creek Nursery – Work to begin in July 2021

Branding & Community Events:

- Beginning planning for Celebrating 25 Years Open Houses – Save the Date cards to be mailed at the end of July 2021
  - Open House #1
    - Thursday, September 23, 2021
    - 11am – 3pm
    - RBHA North Campus
  - Open House #2
    - Thursday, December 2, 2021
    - 4pm – 7pm
    - RBHA Main Building and 420 E. Cary St.
  - Open House #3
    - Thursday, March 17, 2022
    - 9am – 11am
    - REACH Offices
  - Open House #4
    - Thursday, May 12, 2022
    - 4pm – 6pm
    - Marshall Center
- Mural Painting – Hamilton Glass to begin mural work on July 20, 2021. It will take approximately 2 weeks to complete.
  - RBH Brand Team is working on plan for the official “unveiling”.

