



**MINUTES OF THE REGULAR MEETING
WEDNESDAY, MAY 19, 2021**

The LifeWays Board of Directors met in regular session in the Board Room at the LifeWays Building, 1200 N West Avenue, Jackson, Michigan on Wednesday, May 19, 2021.

BOARD MEMBERS PRESENT: Jeffrey Peterson (Chair); Bruce Caswell (Vice Chair) via Zoom; Ruth Brown (Secretary) via Zoom; John Clark (Treasurer) via Zoom; Bradley Bohner; Melissa Callison via Zoom; Earl Poleski via Zoom; Carl Rice, Jr. via Zoom; Edward Woods via Zoom

BOARD MEMBERS ABSENT: Christine Carlson, Jim Shotwell, Sr., Mark Wiley

STAFF MEMBERS PRESENT: Maribeth Leonard (Chief Executive Officer), Kenneth Berger, Latrelle Burk, Karen Cascaddan, Shannan Clevenger, Michael Cupp, Jon Johnston, Casie Robertson, Chad Surque

OTHERS PRESENT: Cayla Upham

CALL TO ORDER

Chair Peterson called the Board Meeting to order at 7:00 p.m.

INVOCATION AND PLEDGE OF ALLEGIANCE

The Invocation was presented by Ruth Brown, which was followed by a recitation of the Pledge of Allegiance to the American Flag by audience and Board members.

RECORDING OF ATTENDANCE

The presence of all attending this meeting was recorded.

APPROVAL OF BOARD AGENDA

LW 20-21-025 - Approval of Agenda of the May 19, 2021 Regular Business Meeting

MOTION BY BRADLEY BOHNER, SUPPORTED BY MELISSA CALLISON, FOR APPROVAL OF THE AGENDA OF THE MAY 19, 2021 REGULAR BUSINESS MEETING, AS PRESENTED. MOTION CARRIED: 9-0

APPROVAL OF BOARD MINUTES

LW 20-21-026 - Approval of the Minutes of the Regular Business Meeting held on April 21, 2021

MOTION BY BRADLEY BOHNER, SUPPORTED BY JOHN CLARK, FOR APPROVAL OF THE MINUTES OF THE REGULAR BUSINESS MEETING HELD ON MAY 19, 2021, AS PRESENTED. MOTION APPROVED: 9-0

CEO COMMUNICATIONS

Maribeth Leonard, Chief Executive Officer, briefly highlighted the communications provided in the Board Folder.

(A copy of the Board Folder contents can be found in the Supplemental Minutes portion of the Board Minutes Book.)

PUBLIC COMMENT

There were no public comments.

SPECIAL ORDER TOPIC: COMMUNICATIONS AND OUTREACH MARKETING PLAN – CHAD SURQUE, DIRECTOR OF COMMUNICATIONS AND OUTREACH

Chad Surque, Director of Communications and Outreach, presented a name change proposal, from LifeWays Community Mental Health to simply LifeWays. Highlights included:

- Today's Goal
- Why We Are Considering
- Looking at Our Cohorts
- Agency Wide Consistency
- Pros and Cons – Behavioral Health
- Pros and Cons – Mental Health
- Pros and Cons – Integrated Health
- Our Recommendation
- What Will Change

Mr. Surque then answered questions from the Board.

Q. A couple of observations: 1) the logo with a picture of the state of Michigan may imply that LifeWays is a statewide organization; and 2) the new font isn't nearly as fun as the existing font.

A. Feedback is greatly appreciated. The logo is a draft and can be tweaked once all comments are received.

Q. Has this presentation been reviewed by any other focus groups consisting of community partners?

A. Information known from the community (from surveys, community meetings, etc.) was considered and included for review by the C-Team. The community knows the agency as LifeWays and not LifeWays Community Mental Health. It was the desire to eliminate the “Community Mental Health” portion that started this process as LifeWays is becoming so much more than what is implied by this phrase.

Q. About a dozen years ago the Board voted to remove the phrase “Mental Health” from the agency name only to add “Community Mental Health” later. Is dropping the phrase “Community Mental Health” now an effort to fight stigma? Would it not be beneficial to instead acknowledge that mental health concerns are illnesses similar to physical health problems?

A. Ms. Leonard responded that the phrase “Community Mental Health” was added to the agency name a few years ago in order to make the public more aware what services LifeWays was able to provide. Since then, public knowledge about LifeWays and what it offers has been expanded upon. The current challenge is to make the community aware that LifeWays has evolved and offers so much more as it begins its journey towards integrated health. This includes being able to serve the entire population not just a segment of it.

Ms. Leonard also acknowledged that the work to reduce stigma continues with efforts to normalize receiving services for anything that hinders the overall wellness of an individual.

Q. Removing “Community Mental Health” is understandable as it doesn’t encompass all of the work that LifeWays is doing. However, how does the singular word “LifeWays,” or another term, incorporate everything that LifeWays is doing? Would adding the term “person centered” or something similar be more beneficial?

As for the logo with the outline of the state of Michigan, if this is definitely to be used, perhaps put a star in the area that presents Jackson and Hillsdale to show the region that LifeWays covers.

Thank you for all of the hard work that has been put into this process.

A. Thank you for those comments as they are very helpful and will certainly be taken into consideration.

Q. The work behind this effort is greatly appreciated. More community input, particularly with focus groups, would be a good idea to ensure the marketing is appropriate and the message(s) is getting across properly. To do so otherwise is shortsighted.

A. Thank you for that observation; it will certainly be explored.

Q. Back to the logo: would it be helpful if there was a star for the Jackson area as well as a star for the Hillsdale area?

It was noted that this would be beneficial as would more public input. Many, if not all, state and local governmental agencies put changes out for public comment. More often than not, helpful comments are received back.

A name that is more inclusive (i.e., “LifeWays and More”) that ensures the public understands what LifeWays is all about, would be helpful.

A Thank you!

Q. Was a community survey done? Even so, more public input through focus groups would be useful.

A A survey is out right now that is identifying whether the community knows who LifeWays is and what is offered.

Q. This is an opportunity for LifeWays to make a fresh first impression – something that is going to make an impact on the community. Let’s take a systematic approach to make this the best we possibly can.

Commendations to Mr. Surque for this strategy in remarketing LifeWays.

A Thank you!

Q. How is the survey being conducted and what groups are being surveyed? Is it possible to break the respondents down into different groups?

A Survey results are being collected through social media, email chains and every other source that could be thought of; 175 people have responded so far. Due to this, it would be difficult to break down the respondents into specific identifying groups. The survey will be conducted for another couple of weeks.

(A copy of Mr. Surque’s presentation and handout can be found in the Supplemental portion of the Board Minutes Book.)

APPROVAL OF CONSENT AGENDA

LW 20-21-027 - Approval of the Consent Agenda (May 19, 2021 Regular Business Meeting)

MOTION BY BRADLEY BOHNER, SUPPORTED BY RUTH BROWN, FOR APPROVAL OF THE CONSENT AGENDA (MAY 19, 2021 REGULAR BUSINESS MEETING), AS PRESENTED. MOTION CARRIED: 9-0

A. Facilities

- 1. Approval to Accept RW Mercer Co. Invoice #338033 | Draw #16 in the Amount of \$301,711.72 and Recommendation to LifeWays Finance Committee Approval for Payment for Period Ending 4/30/2021**

2. Approval of Change Order Request #7 for the LifeWays Building Remodel

B. Program & Finance

3. Approval to Accept Finance Report – March 2021
4. Approval to Accept Expenses Report – March 2021 - \$6,598,084.20
5. Approval to Accept the Facilities Committee Recommendation for Payment to RW Mercer for Invoice #338033 | Draw #16 in the Amended Amount of \$301,711.72 for Payment for Period Ending 4/30/2021

C. Quality Improvement and Credentialing

6. Approval of the Quality Improvement/Credentialing Report – May 2021

APPOINTED COMMITTEE REPORTS

- **LIFEWAYS BOARD EXECUTIVE COMMITTEE**
- **LIFEWAYS RECIPIENT RIGHTS ADVISORY COMMITTEE**
- **MID-STATE HEALTH NETWORK (MSHN) BOARD**
- **MSHN SUBSTANCE USE DISORDER OVERSIGHT POLICY BOARD**
- **NATIONAL COUNCIL FOR BEHAVIORAL HEALTH BOARD**
- **COMMUNITY MENTAL HEALTH ASSOCIATION**

BOARD OF DIRECTORS

LEGISLATIVE AND POLICY COMMITTEE

- **LIFEWAYS MENTAL HEALTH IN SCHOOLS ADVISORY COMMITTEE**
- **LIFEWAYS SELF-DETERMINATION ADVISORY COMMITTEE**

NEW BUSINESS

- LW 20-21-028 - Approval to Adopt Letter to Senator Mike Shirkey regarding Gearing Towards Integration Proposal**
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MOTION BY BRADLEY BOHNER, SUPPORTED BY MELISSA CALLISON, FOR APPROVAL TO ADOPT LETTER TO SENATOR MIKE SHIRKEY REGARDING

GEARING TOWARDS INTEGRATION PROPOSAL, AS PRESENTED. ROLL CALL VOTE: YEAS: BRADLEY BOHNER, RUTH BROWN, MELISSA CALLISON, BRUCE CASWELL, JOHN CLARK, JEFFREY PETERSON, EARL POLESKI, CARL RICE, JR., EDWARD WOODS; NAYS: NONE; ABSENT: CHRISTINE CARLSON, JIM SHOTWELL, SR., MARK WILEY. MOTION CARRIED: 9-0

REPORTS

- **CHIEF EXECUTIVE OFFICER (CEO)**

Ms. Leonard presented the CEO report on the following topics.

- **LifeWays Update**
 - **Substance Abuse and Mental Health Services Administration (SAMHSA) Community Mental Health Grant Announcement**
 - **Grant Awards**
 - **Diversity, Equity, and Inclusion (DEI) Update**
 - **Hillsdale Stepping Up Initiative**
 - **National Council of Mental Well Being Conference**
 - **Central Michigan 2-1-1 Alliance of Information and Referral Systems (AIRS) Accreditation**
- **Michigan Department of Health and Human Services (MDHHS)**
 - **System Reform/Redesign Q&A May 13, 2021**
 - **Michigan Psychiatric Bed Registry - Update**
- **State Legislative Update**
 - **Budget Update**
- **Community Mental Health Association (CMHA) Update**
 - **CMHA Virtual Annual Summer Conference**
 - **Youth Suicide Prevention Summit III**
- **Upcoming Events**
 - **LifeWays 2021 Strategic Planning Summit**

(A copy of the CEO Report can be found in the Supplemental portion of the Board Minutes Book.)

- **BOARD CHAIR**

For those of you that were on the Board in the mid-1990s, you may remember Ernie and Mae Bako as well as their daughter, Sherry. I'm sad to share that Sherry recently passed away. Ernie was on the board when I came on and left shortly after I joined. Mae has been

a diligent advocate for people with disabilities in this community. I think the first time I met Sherry, we were at a barbecue in someone's back yard and Sherry's sister handed her a beer. No big deal as Sherry was probably in her 40s by then. My wife and I were new to the situation we were involved in and were in a bit of shock as we knew what medications what were probably being taken. And her sister said something that I took a couple of things away from: "Oh, she likes beer, so we let her have one." The first takeaway was self-determination; Sherry was able to determine for herself, with some family input, something that she liked to do. The second takeaway ties into the whole issue of privatization of mental and physical disability health. Sherry and her family were able to make a decision without interference from "Big Brother," so to speak. That made a huge impact on my wife and me.

- **MEMBER COMMENTS**

- **Mr. Clark – I knew the Bakos, also. I knew Sherry and she was such a good influence on all the kids that used to hang around their house. It just goes to show that a person like Sherry can be such a positive, calming influence on other young people; she was instrumental in making other kids do the right thing. My heart goes out to the Bako family; Sherry will be missed.**
- **Mr. Caswell – No comment.**
- **Ms. Brown – I have a couple of things. Board members probably already have this marked on their calendars as it happens every year. September 10 is World Suicide Prevention Day. Jackson Suicide Coalition is going to do their annual Stomp Out Suicide event on September 10, which is a Friday night. I believe they're going to do a hybrid event, live at Michigan Theater both in-person and online. Plan on that and I hope a lot of you jump on board as sponsors. Hillsdale is going to jump on this event instead of doing a separate event. I also wanted to mention to make sure that every board member is aware that there's an active group in Jackson that's met for a long time, which used to be called the National Alliance of Mental Illness, or NAMI. The name has been changed to Jackson Area Mental Illness Support (JAMIS). They meet on the second Monday of every month at 6:30 pm at the JaxNaz Church on Clinton Road. It's a support group for family members of the mentally ill. I communicate often with the contact there and I know she's communicated before with LifeWays. If you need more info, let me know. If you know of anyone from the area, Jackson or Hillsdale, that has a mentally ill family member, I highly recommend this group.**
- **Ms. Callison – Before this meeting started, I brought up the question of the meeting start time and wanted to mention it to all the board members. Is it possible to meet at 6:00 pm instead of 7:00 pm?**

[Most board members were agreeable; however, there are MSHN committees that meet until 5:30 pm on the same day. A meeting time of 6:00 pm would be difficult to get back in time for from Lansing.]

- **Mr. Woods – When I first got on the board, Mae Bako, who was very involved with the board, came up to me, introduced herself and said that she knew that it**

was all very complicated, etc., but if you always vote with the best interest of the consumers in mind, you'll never regret your vote. That's what I've always tried to do in all of my work here. Mae was always great about standing up for the rights of consumers.

- Dr. Rice – Very good meeting, Mr. Chair.
- Mr. Poleski – Perhaps everybody is already aware but Jim Shotwell, Sr. is in poor health. The county chair [Jackson Board of County Commissioners], Steve Shotwell, Jim's son, is working with his mother and healthcare personnel to give Jim the best care possible. Please keep Jim and his family in mind.
- Mr. Bohner – Hearing about the Bakos takes me back in time. Good memories.

PUBLIC COMMENT

There were no public comments.

ADJOURNMENT

There being no further business to come before the Board, Chair Peterson adjourned the meeting at 8:31 p.m.

Ruth Brown, Secretary