October 22, 2019

Meeting begins at 12:00 noon or immediately following
the MARC Budget & Personnel Committee meeting

MARC Conference Center - 2nd Floor - Heartland Room

AGENDA

1. Call to Order
2. VOTE: Approve minutes of the August 27, 2019 meeting
3. VOTE: Authorize an application to the Health Forward Foundation of Greater Kansas City
to support the community health worker project and amend the subcontractor’s
agreement
4. VOTE: Authorize a grant application with the Health Forward Foundation to support
organizations assisting residents to enroll in the federal health insurance marketplace
5. VOTE: Authorize the submission of grant applications and acceptance of funds if
awarded, to support the Double Up Heartland Program for 2020
6. Other Business
7. Adjourn
ISSUE:
VOTE: Approve minutes of the August 27, 2019 meeting

BACKGROUND:
The minutes of the August 27, 2019 meeting are enclosed.

RECOMMENDATION:
Approve the minutes of the August 27, 2019 meeting.
Meeting Summary
August 27, 2019
12:00 pm

COMMITTEE MEMBERS PRESENT
Commissioner Rob Roberts, Miami County, Kan. - MARC Board Chair
Commissioner Jimmy Odom, Cass County, Mo. - MARC Board 1st Vice Chair
Commissioner Doug Smith, Leavenworth County, Kan.
Councilmember Marge Vogt, Olathe, Kan.
Mayor Carol Suter, Gladstone, Mo.
Councilmember Curt Skoog, Overland Park, Kan.
Mayor Pro Tem Beto Lopez, Lee’s Summit, Mo.

STAFF PRESENT
David Warm, Executive Director
Ron Achelpohl, Director of Transportation and Environment
Marlene Nagel, Director of Community Development
Carol Gonzales, Director of Finance and Administration
Tom Jacobs, Director of Environmental Programs
Lauren Palmer, Program Director of Local Government Services
Eric Winebrenner, Public Safety Program Director
Liz Smith, Program Director of Mid America Head Start
Barbara Hensley, Program Director of Public Affairs
Melody Elston, Regional Ombudsman Coordinator
Becky Hall, Financial Accounting Manager
Kerry Kudron, Executive Assistant

CALL TO ORDER
Commissioner Jimmy Odom called the MARC CSC meeting to order at 11:57 pm.

VOTE: APPROVE MINUTES OF THE JUNE 25, 2019 MEETING
Commissioner Odom called for a motion to approve the minutes from the last CSC meeting held on June 25, 2019.
MOTION: Mayor Suter moved for approval and Councilmember Vogt seconded. The motion passed.
VOTE: Authorize the submission of grant applications to the Nettleton Foundation and the WJ Brace Charitable Trust, Bank of America, Trustee to support the work of KC Communities for All Ages in 2020
MOTION: Councilmember Vogt moved for approval and Councilmember Skoog seconded. The motion passed.

VOTE: Authorize the submission of a grant application to the Missouri Housing Development Commission for the Homeless Management Information System
MOTION: Commissioner Roberts moved for approval and Councilmember Vogt seconded. The motion passed.

VOTE: Authorize acceptance of funds to support the KC Regional 2020 Census Complete Count Committee
MOTION: Councilmember Vogt moved for approval and Mayor Pro Tem Lopez seconded. The motion passed.

OTHER BUSINESS
No other business was brought before the board.

ADJOURNMENT
The meeting was adjourned at 11:58 pm.

MINUTES APPROVED:

____________________________________
Eileen Weir, Chair

____________________________________
Date
ISSUE:
VOTE: Authorize an application to the Health Forward Foundation of Greater Kansas City to support the community health worker project and amend the subcontractor’s agreement

BACKGROUND:
MARC’s regional health care access initiative supports a regional committee focused on developing community health workers (CHWs) as a key part of the health care system. Community health workers are individuals trained to work with patients, to connect them to necessary health care and community services to improve their health outcomes and reduce re-admissions at hospitals. MARC received funding in 2015, 2016, 2017, and 2018 to support the committee’s work, and has identified ongoing work to continue to advance the development of a trained workforce. The work over the past year has focused on support for efforts to establish a state credential for CHWs and to improve the existing training offered by community colleges throughout Missouri. Similar efforts have been initiated to build support in the state of Kansas as well.

Activities in 2018-2019 included continued support for the CHW Collaborative; work to enhance the CHW training curriculum and service learning in collaboration with statewide interests; work with St. Louis and other state interests to secure payer support for the use of CHWs as part of a health care team; and increased use of CHWs among local health care organizations. For 2019-2020, MARC will continue its current work and focus on implementing a new Missouri certification for CHWs; pursue Medicaid reimbursement for CHW services; and introduce current work for statewide implementation in Kansas.

BUDGET CONSIDERATIONS:
Health Forward Foundation funds will be used to cover MARC salaries, fringe benefits, overhead and rent; consultant costs to support the work; meeting and training costs; and travel for CHW Collaborative members to national meetings. MARC has worked with two consultants and would continue their engagement over the next year. Erika Saleski with ES Advisors would support facilitation with the Collaborative, create financial mechanisms for CHW reimbursement by payers and MO Healthnet; and advance the CHW credential in Missouri. The second consultant, Caitlin Allen with CGA Consulting, was selected through an RFP process to support work on the CHW curriculum.
RECOMMENDATION:
Authorize an application to the Health Forward Foundation of Greater Kansas City for the regional community health worker program in the amount of $150,000. If funds are awarded, authorize an amendment to the current agreement with ES Advisors LLC, adding $40,000 for a total of $263,471; and an amendment with Caitlin Allen of CGA Consulting adding $45,000 for a total of $157,000 to support community health workers.

STAFF CONTACT:
Marlene Nagel
ISSUE:
VOTE: Authorize a grant application with the Health Forward Foundation to support organizations assisting residents to enroll in the federal health insurance marketplace

BACKGROUND:
MARC has convened community stakeholders to increase access to health care for uninsured and underinsured residents through the Regional Health Care Initiative since 2006. In 2013, MARC began convening community organizations to raise awareness among area residents about the federal health insurance marketplace and to assist with enrollment. Representatives from area agencies have met regularly since that time, to coordinate their work and share information. MARC received funds from the Reach Healthcare Foundation and the Health Forward Foundation to support this work. MARC partnered with the United Way of Greater Kansas City to promote the use of 2-1-1 as a central phone number for residents interested in getting information or counseling assistance to be directed to the appropriate community agency.

MARC utilized foundation funds for staff support, media, special events, training for counselors, website support and other services. The Health Care Foundation has expressed interest in continuing to support MARC’s coordination services for the next enrollment period. The cost to provide those services and to continue to partner with United Way of Greater Kansas City for the 12 months beginning October 1, 2019 is $73,780. United Way’s 2-1-1 service will continue to provide services, referring callers to agencies with trained personnel to answer questions and assist them with enrollment. The media budget of $35,000 will allow for continued promotion in October, November and mid-December. For several years, the percentage of Kansas City area residents with health insurance continued to rise but the number declined last year. The federal government has reduced support for education about the marketplace and questions due to changes in coverage require additional outreach.

BUDGET CONSIDERATIONS:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARC Personnel (salary, fringe, indirect, rent)</td>
<td>$20,000</td>
</tr>
<tr>
<td>United Way 2-1-1</td>
<td>$18,780</td>
</tr>
<tr>
<td>Media purchases</td>
<td>$35,000</td>
</tr>
<tr>
<td>Total</td>
<td>$73,780</td>
</tr>
</tbody>
</table>

RECOMMENDATION:
Authorize a grant application for $73,780 from the Health Forward Foundation to support community education and outreach efforts around the federal health insurance marketplace and subcontract with the United Way of Greater Kansas City to deliver related 2-1-1 services, not to exceed $18,780.

STAFF CONTACT:
Marlene Nagel
ISSUE:
VOTE: Authorize the submission of grant applications and acceptance of funds if awarded, to support the Double Up Heartland Program for 2020

BACKGROUND:
In June 2016, the U.S. Department of Agriculture (USDA) awarded a $2.9 million Food Insecurity Nutrition Incentive (FINI) grant to MARC to fund a four-year expansion of the Double Up Food Bucks program. This expansion provides SNAP customers who purchase produce at participating locations, with a dollar-for-dollar matching incentive for additional produce purchases. After launching a successful pilot program in five grocery stores in 2015, MARC and its grant partners used the FINI grant to expand the program, reaching 96 grocery stores and 43 farmers markets in 2018 and 2019. The program has been offered in the Kansas City metro, eastern Kansas, the St. Louis metro and central and southern Missouri. The program runs through the end of 2019.

The USDA issued a call for applications for the new Nutrition Incentive Program (Gus Schumacher NIP) for the next three years (2020-2022), earlier this spring. MARC submitted an application with new and existing program partners and funders but was not successful in securing a new three-year grant. The application did score well, and USDA officials encouraged MARC to apply for funds when a new application round opens in mid-2020.

As part of the process to prepare and submit the USDA grant application, MARC reached out to existing and new funders to meet the 1:1 match requirement. The Kansas Health Foundation committed to a $1,745,000 grant to MARC for a new three-year program, supporting the entire state of Kansas. The Kansas Health Foundation has confirmed their support for the program to continue in 2020 without the support of USDA funds.

MARC has reached out to funders in the Kansas City area to secure dollars for calendar year 2020, with the expectation that an application for a new USDA grant would be submitted in the summer of 2020 to support the program beginning in January 2021. Local funders considering a one-year request include the Health Forward Foundation for $200,000, Blue Cross Blue Shield of Kansas City for $50,000, the Marion and Henry Bloch Foundation for $50,000, and the Hall Family Foundation for $100,000. Three local community foundations in Kansas, outside the metro area, committed $10,000/year and their funding commitment is being determined. The Wichita YMCA will provide $25,000 in in-kind contributions (value of nutrition incentives). MARC will continue to work with two partner organizations, Cultivate KC to support farmers markets in the greater Kansas City area and the University of Kansas Medical Center Research Institute for evaluation support. In addition, MARC would bring a new partner to the program, the Kansas State University Extension Service, to work with farmers markets in Kansas outside the KC metro area.

BUDGET CONSIDERATIONS:
The following budget is based on receiving the local foundation funds described above, to support a one-year program in 2020. The funds needed to support the program in 2020 are shown, and a full budget for a three-year program will be provided to the Kansas Health Foundation as a new application to USDA is prepared.
<table>
<thead>
<tr>
<th>Revenues</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas Health Foundation</td>
<td>$1,745,000 (for three-year program) - will use estimated $618,000 for year 1</td>
</tr>
<tr>
<td>Hall Family Foundation</td>
<td>$100,000</td>
</tr>
<tr>
<td>Health Forward Foundation</td>
<td>$200,000</td>
</tr>
<tr>
<td>Marion and Henry Bloch Foundation</td>
<td>$50,000</td>
</tr>
<tr>
<td>Blue Cross Blue Shield of KC</td>
<td>$50,000</td>
</tr>
<tr>
<td>Other foundations, local governments</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>Total Revenues for 2020</strong></td>
<td><strong>$1,043,000</strong></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Expenditures</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MARC Salary, Fringe, Indirect, Rent</td>
<td>$116,629</td>
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<tr>
<td>MARC Travel</td>
<td>$2,000</td>
</tr>
<tr>
<td>Cultivate KC</td>
<td>$206,633 (including $101,685 in incentives at farmers markets)</td>
</tr>
<tr>
<td>Kansas State Extension</td>
<td>$200,000 (including $50,000 for incentives at farmers markets)</td>
</tr>
<tr>
<td>Univ. of KS Medical Ctr Research Institute</td>
<td>$131,400</td>
</tr>
<tr>
<td>Grocery incentives</td>
<td>$293,280</td>
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<tr>
<td>Postage and Printing</td>
<td>$93,058</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>$1,043,000</strong></td>
</tr>
</tbody>
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**RECOMMENDATION:**
Authorize the submission of grant applications and acceptance of funds if awarded, from the Kansas Health Foundation, the Health Forward Foundation, the Marion and Henry Bloch Foundation, Blue Cross Blue Shield of Kansas City, the Hall Family Foundation and other foundations as described above as well as authorize a subcontract with Cultivate KC for $206,633, Kansas State Extension for $200,000 and the University of Kansas Medical Center Research Institute for $131,400 to operate the Double Up Heartland Program for 2020.

**STAFF CONTACT:**
Donna Martin  
Marlene Nagel