



**DC Health Benefit Exchange Authority  
Executive Board Meeting Minutes  
Conference Call  
Tuesday, December 3, 2013  
4:00 PM**

**Members Present:** Dr. Henry Aaron, Dr. Mohammad Akhter, Diane Lewis (Chair), Khalid Pitts, Dr. Leighton Ku, Kate Sullivan Hare

**Members Absent:** David Berns, Dr. Joxel Garcia, Kevin Lucia, Chester McPherson, Wayne Turnage

**I. Welcome, Opening Remarks and Roll Call, *Diane Lewis, Chair***

There was a roll call of members present to confirm that there was a quorum. A quorum was met with six voting members present listed above.

**II. Approval of Minutes, *Diane Lewis, Chair***

The minutes from the November 13<sup>th</sup> meeting were unanimously approved by roll call vote. Voting in favor were Dr. Aaron, Dr. Akhter, Dr. Ku, Ms. Lewis, Mr. Pitts, Ms. Sullivan Hare

**III. Action Item, *Contract Approval – Debra Curtis, Deputy Director for Policy & Exchange Programs***

Ms. Curtis advised the Board that there is a need to make a modification to the Weber Shandwick letter contract that was approved by the Board on July 24, 2013. The modification is required in order to pay for additional media buys. Details of which were in a document circulated to the Board. At the September 11, 2013 Board Meeting, Weber Shandwick presented the media plan which included the DC United partnership and the decision to make cable TV buys. In addition, we authorized Weber Shandwick to create five short videos in which people featured in the ads are able to tell more of their personal stories. Those videos are posted on our YouTube page, linked on our website, and have been used extensively at outreach events and by our DC Health Link Assisters. These represent additions to the original letter contract and require Board approval

The additions to the original letter contract total cost are \$885,916.10.

*Discussion:*

Dr. Ku inquired if the spending already occurred. Ms. Curtis verified that some spending has occurred, but not all.

Ms. Sullivan Hare inquired why the Board was receiving figures now when the videos were shot in October and why the bills weren't brought to the Board's attention earlier. Ms. Curtis responded that in the original contract, cable television purchases and the DC United advertising deal were not included. These costs had to be added to the contract. Ms. Sullivan Hare suggested that in the future there be a better process for seeking Board approval of these types of purchases. Ms. Curtis stated that not all the cost in this modification is retrospective such as cable television commercials that are scheduled for the future. These are billed costs and the exact amounts are not known until they occur.

Dr. Aaron inquired whether the contract was open ended. Sandra Robinson, DC HBX staff, responded that there is a firm fixed price contract with the vendor and there is a component of cost reimbursement for media services and production. A budget was given in advance to review but the exact costs are not known until the Exchange is billed.

Dr. Ku stated his concern that the process was awkward and that this also may be viewed as a way to get around the requirement that requires Council approval of contracts of more than \$1 Million. Ms. Curtis stated that is not the case and that this contract is already over the million dollar threshold and is pending Council approval. Mr. Pitts agreed with Ms. Sullivan Hare that we need a quicker turn around on these contracts.

A motion to approve the modification to the Weber Shandwick contract was made and seconded and a roll call vote of the Board members present was unanimous in favor of approving the modification in the stated amount. Those voting in favor were: Dr. Aaron, Dr. Akhter, Dr. Ku, Ms. Lewis, Mr. Pitts, and Ms. Sullivan Hare.

#### **IV. Closing Remarks & Adjourn to Executive Session**

A motion was made to move into closed executive session pursuant to DC Code Sections 2-575(b) (2) and 31-3171.11 to discuss contracting matters. Upon a unanimous roll call vote of the members present, the meeting went into closed executive session. Voting in favor were Dr. Aaron, Dr. Akhter, Dr. Ku, Ms. Lewis, and Ms. Sullivan Hare. The meeting moved to closed session at 4:15PM.