

Board Meeting Minutes
Connect for Health Colorado
September 12, 2022
12:00 PM to 2:00 PM

Board Members Present: Mara Baer, Kim Bimestefer, Christy Blakely, Mike Conway, Patrick Gordon, Annie Lee, and Dick Thompson

Board Members Absent: Elisabeth Arenales, Lorez Meinhold, Allison Neswood, Marc Reece, and Mike Stahl

Staff Present: Niraj Aryal, Brenna Bandell, Brian Braun, Monica Caballeros, Leslie Chadwick, Kelly Davies, David Hague, Jessalyn Hampton, Kelly Guthner, Kevin Patterson, Ilana Rivera, Alan Schmitz, Nina Schwartz, Lisa Sevier, and Ezra Watland

Video conference and phone conference lines were available for members of the public to join.

I. Business Agenda

- Kevin Patterson called the meeting to order at 12:01 p.m. and welcomed those in attendance.
- The minutes from the August Board meeting were reviewed and approved.
- Changes to the agenda: None.
- Disclosure of conflicts of interest: None.

II. Board Report

The annual Board Retreat will be held on October 10, 2022. This meeting will be in-person with the option for Board Members to join virtually.

III. CEO Report

HIAE

Staff presented a demonstration of the sign-up functionality for Colorado Connect to the Health Insurance Affordability Enterprise Board.

Colorado Connect: Demo

Kevin Patterson and Alan Schmitz magnified the Privacy and Security team and the Product Development team for all the work completed for Privacy by Design.

Staff presented static screenshots to demonstrate the functionality and end-to-end user experience of signing up for Colorado Connect.

Planning for the End of the PHE

The Public Health Emergency (PHE) is expected to be extended this week into October and extended once again into January. Data conversations regarding Outreach continues with partners on a regular basis.

OE10 Preparation

Marketing & Outreach

The Board reviewed a presentation on Open Enrollment (OE) readiness for Marketing and Outreach. The presentation outlined Marketing strategies, OE messaging, Outreach, and a map of statewide enrollment assistance.

Customer Service Center

For OE 10, approximately 65 contractors will be hired between Faneuil and Connect for Health Colorado to ensure the Service Center will be fully staffed during peak times. Training will begin Monday, September 19, 2022.

Systems Operations

Staff continues to work on the Exchange system as well as the net new system for Colorado Connect. Due to the additional complexity of running two systems, supporting processes are under review to ensure a smooth rollout.

IV. Finance & Operations

Investment Pool Resolution

Staff presented the updated Investment Strategy. Since the last update provided earlier this year, the investment environment has improved significantly. The presentation included a detailed outline of the updated investment strategy and the local government investment pool (LGIP) recommendation of joining the Colorado Statewide Investment Program (CSIP). The full resolution of the Board of Directors regarding CSIP can be found here.

The Finance and Operations Committee motioned to recommend the approval to adopt and join the CSIP. Dick Thompson seconded the motion.

Mr. Patterson called for public comment.

No public comment was given.

Mr. Patterson called for the motion to vote. The motion was accepted as follows:

Yes: Mara Baer, Christy Blakely, Patrick Gordon, Annie Lee,
and Dick Thompson

No: None

Abstain: None

Investment Policy

The Board reviewed the current investment policy which has been updated with statutory language/requirements to include the Local Government Investment Pool (LGIP). All additions and revisions are marked in purple.

The Finance and Operations Committee motioned to recommend the approval of the updated investment policy. Mara Baer seconded the motion.

Mr. Patterson called for public comment.

No public comment was given.

Mr. Patterson called for the motion to vote. The motion was accepted as follows:

Yes: Mara Baer, Christy Blakely, Patrick Gordon, Annie Lee,
and Dick Thompson

No: None

Abstain: None

SB22-081 Budget

The Board reviewed a presentation on Senate Bill 22-081 (SB22-081). SB22-81 directs the Connect for Health Colorado's Board to design a Marketing, Outreach, and Education Campaign. The bill provides Connect for Health Colorado with \$4MM per year, beginning in 2022 and ending in 2028, to fund the campaign. The presentation highlighted guidance, goals, a tentative timeline, and a high-level overview of funding proposals for year one and post public health emergency (PHE) equaling \$850K.

Christy Blakely motioned to recommend the approval of the funding proposal projected at \$850K. Annie Lee seconded the motion.

Mr. Patterson called for public comment.

No public comment was given.

Mr. Patterson called for the motion to vote. The motion was accepted as follows:

Yes: Mara Baer, Christy Blakely, Patrick Gordon, Annie Lee,
and Dick Thompson

No: None

Abstain: None

Procurement Request

Staff presented a procurement request to contract to purchase bilingual/Spanish media buys through Lasso Digital for Plan Year 2023 (PY23) Open Enrollment for an estimated amount not to exceed \$400K.

Christy Blakely motioned to recommend the approval to proceed with the contracting and funding of this media buy not to exceed \$400K. Annie Lee seconded the motion.

Mr. Patterson called for public comment.

No public comment was given.

Mr. Patterson called for the motion to vote. The motion was accepted as follows:

Yes: Mara Baer, Christy Blakely, Patrick Gordon, Annie Lee,
and Dick Thompson

No: None

Abstain: None

V. Public Comment

None.

Meeting adjourned at 1:35 p.m.

Respectfully submitted,

Mike Stahl
Secretary

Next Meeting

October 10, 2022, from 12:00 p.m. – 12:45 p.m.