

*Executive Committee Minutes*  
*March 31, 2020*  
*12:00 PM – 1:00 PM*

**Board Members Present:** Adela Flores-Brennan and Marc Reece

**Staff Present:** Nyle Boyd, Kevin Patterson, Ilana Rivera, and Lisa Sevier

**I. Call to Order**

Adela Flores-Brennan called the meeting to order at 12:03 p.m., welcoming everyone in attendance. The January meeting minutes were approved.

**II. April Board Meeting Agenda**

The Committee reviewed the draft agenda for the April Board meeting.

The special enrollment period (SEP) results will be added to the Board agenda under COVID-19 in the CEO Report section.

**III. PBC Update**

CEO, Kevin Patterson, shared an update on the public benefit cooperation (PBC) created by branding experts, 3 Story Design. The presentation included survey feedback on:

- PBC Structure
- Connect for Health Colorado
- Strengths, Weaknesses, Opportunities and Threats (SWOT)
- PBC Goals
- Brand Focus

Additionally, 3 Story Design included audience personas, brand positioning, board attributes, connection to Connect for Health Colorado, and topline messaging in order to facilitate the conversation with the full Board at the April Board Meeting.

**IV. COVID/SEP Update**

In response to COVID-19, the Exchange has opened a special enrollment period (SEP). At this point, 4,200 individuals have enrolled through the SEP, which is approximately 3,650 more than last year. It is projected that individuals will continue to come through the Exchange as they have loss of minimal essential coverage (MEC) or loss of income during this time.

**V. Adjourn**

Meeting adjourned at 12:31 p.m.

Respectfully submitted,

Claire Brockbank  
Secretary of the Board