

Finance & Operations Committee Minutes
September 23, 2021
9:30 AM – 11:30 AM

Board Members Present: Claire Brockbank, Annie Lee, and Lorez Meinhold

Staff Present: Justin Brandon, Brian Braun, Kelly Davies, Kelly Guthner, Carolyn Pickton, Ilana Rivera, Arba Robinson, Alan Schmitz, Monica VanBuskirk, and Ezra Watland

I. Welcome & Introductions

Lorez Meinhold called the meeting to order at 9:34 a.m., welcoming everyone in attendance. The August meeting minutes were reviewed and approved.

II. Service Center Open Enrollment Planning

In preparation for Open Enrollment (OE) 9, staff reviewed preparations:

- Connect for Health Colorado will take on staffing from Faneuil, reducing the Faneuil headcount from approximately 100 to 75,
- Connect for Health Colorado will staff an additional 25 – 30 service center employees and will be fully staffed by the first week of November
- Daily resource center meetings monitor checkpoints and call drivers

III. Review & Recommendation: Marketing Ad Buy

Staff presented the OE advertising proposal for plan year 2022. The advertising spend proposal includes:

- \$1MM on an English media buy with Emico
- \$350K on a Spanish/bilingual media buy with Kernel

This spend includes approximately \$175K of state funding from the Health Insurance Affordability Enterprise, which is split between Emico and Kernel. The presentation also includes detailed budget allocations of both planned English media and Spanish/bilingual media, ad examples, and summer advertising results.

A procurement approval request for the purchase of media buys for plan year 2022 was presented to the Committee with a request for a recommendation for approval. The recommendation is for the purchase of media buys to not exceed \$1,250,000, to be shared between Emico and Kernel Communications.

The Finance and Operations Committee approved the recommendation.

IV. Public Comment

None.

Respectfully Submitted,

Lorez Meinhold
Committee Chair