

***Board Meeting Minutes***  
**Connect for Health Colorado**  
***October 10, 2022***  
***12:00 PM to 12:30 PM***

**Board Members Present:** Elisabeth Arenales, Mara Baer, Christy Blakely, Mike Conway, Adela Flores-Brennan (Proxy for Kim Bimestefer) Patrick Gordon, Annie Lee, Lorez Meinhold, Allison Neswood, Marc Reece, Mike Stahl, and Dick Thompson

**Board Members Absent:** None

**Staff Present:** Brian Braun, Kelly Davies, 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**

- Lorez Meinhold called the meeting to order at 12:04 p.m. and welcomed those in attendance.
- The minutes from the September Board meeting were reviewed and approved.
- Changes to the agenda: None.
- Disclosure of conflicts of interest: None.

**II. Finance & Operations Committee**

Marketing Ad Buy

Staff presented the annual Open Enrollment advertising proposal. The presentation highlighted messaging, ad buy recommendations, the planned English media buy, and examples of last year's media ads.

The Board reviewed a procurement request to proceed with contracting Emico Media for English media buys in plan year 2023 not to exceed \$900K.

Christy Blakely motioned to recommend the approval to enter a contract with Emico Media. Mike Stahl seconded the motion.

Ms. Meinhold called for public comment.

No public comment was given.

Ms. Meinhold called for the motion to vote. The motion was accepted as follows:

**Yes:** Mara Baer, Christy Blakely, Patrick Gordon, Annie Lee,

Lorez Meinhold, Allison Neswood, Marc Reece, and Dick Thompson

**No:** None

**Abstain:** None

**III. Public Comment**

None.

Meeting adjourned at 12:15 p.m.

Respectfully submitted,

Mike Stahl  
Secretary

**Next Meeting**

November 14, 2022, from 12:00 p.m. – 3:00 p.m.