

**IEMSA Board of Directors Meeting Minutes**  
**June 27th, 2013 - 1:00 pm – 3:00 pm**  
**West Des Moines EMS Station 19**

Call To Order – Jerry Ewers – 1:00pm call to order

Welcome/Roll Call/Proxies/Determination of Quorum/Conflict of Interest—(see attached)

Approval of Agenda -Motion Jerry to approve, Jeff Dumermuth 1<sup>st</sup>, Brandon Smith 2<sup>nd</sup>

Minutes of April 18th, 2013 Meeting – Jerry motion to approve minutes from April. Linda Frederiksen. 1<sup>st</sup>, Jeff Dumermuth. 2<sup>nd</sup>

Discussion—Modify Brandon's motion –Linda will check the recording and modify

Treasurer's Report – Brandon Smith –

Balance Sheet—Checking account in a healthy situation \$172, 000 , Aging clean up a couple things. \$668 P&L Budget performance-big note-billing and management conference made about \$1500. Bottom Line for the year—current net income for this year loss of \$2800 – but not unusual. Jeff Dumermuth motion to approve—Rob Marsh 2nd. No discussion.

Medical Director Report – Dr. Forslund – No report—need to get someone to get in touch with him—since John Hill is gone—so we can stay in touch. Exec Board will discuss with Dr. Forslund.

Office Administration—See attached written report

Bureau of EMS Report – Joe Ferrell—Rebecca Curtis Interim Bureau Chief – No Bureau Chief Since 1997 – she has studied the Bureau. Opportunities to merge the two bureaus—lots of options to decide on -how to move forward from here. Bidding process changed—application for grant—will be posted by end of week for Public Education Grant

Legislation—SF446 update—Janet Haupe and Rebecca Curtis will be working to put committee together. Will be asking EMSAC to start looking at SF132—some major revisions need to happen. Rebecca supports. Jerry Ewers asked merging CDOR and EMS Bureau. Speaking for EMS in general—EMS gets left out now—and would get left out even more—if they merge a non-ems—She agrees—but the problem is money. She thinks it's feasible to keep EMS supported. Representative Salmon and Senator Chapman and IEMSA has done a great job. We made someone listen—keep up what we're doing. Out of hospital Jeff Dumermuth- where does med-media contract come up. July 1. Try to merge all the data reporting systems into one system. Due back Mid August—RFP is done. Lots of demonstrations of the system—from vendors. Media is on a yearly renewal. Jerry Ewers will be contacted during demos to see them.

Committee Reports

Conference -- Jeff Dumermuth – lots going on. Tom Summitt did a great job on the program. Confident we are on our way—compliments to the committee members. Band—trying to look at getting a lower rate band—also working on a sponsor. Looking for a place on Court Ave. that will give us an IEMSA Special—so we have a IEMSA gathering place on Thursday night. This brings back the old Pitchers gathering place—trying to get back to that. And fun glow in the dark items very popular.

Speakers Brian R, Tom and Brian talked extensively on Friday night—compared to years past—we have a larger number of speakers and a larger variety—picked some not so common topics. Will actually have some insects live ones on hand. For some excitement—unique presentation. And we're still under budget. Even with Steve Berry. Ron Grout, Chris Supurn, Steve Stiles and Jeff listed the out of state speakers—Steve Berry is \$2,300 but he's utilizing him for both days. NAEMT (AMLS) it's a popular one. CCP Refresher. NEMSA is out—Tom has not been able to contact and get a hold of. Medical Director and Service Director from the State and EMS Hazmat Course. Stroke Task force will get their own slot.

Executive --- Confident we'll have everything covered. Takes a lot time and resources. Fall out from the DSM Register—rebuttal submitted. Promised he'd spotlight some positive EMS folks—we checked around and we selected Stuart Rescue—DSM Register never contacted them. No follow-up. Lots of emails and phones calls that are positive as to what we've done to work to spin it positively for us. EMS World Article—followed up on what was happening. Comes down to legislative actions. The article focused on the negative 5%-how to fix it—and most of it was legislative—and the task force was the answer. Hounded by Ret. Sen. Hancock—also spoke with Danielson and they talk to each other. Linda Frederiksen as legislative chair—it's too much for one person to do especially if you're not in DSM. They have a list of people that they put on a rotating schedule so when functions or meetings come up we have people there. But not all just one person. Our message is "we need to fix it and the task force is the answer" State Level Task Force— Jerry Ewers asked to sit on—something to help everyone.

Awards – Brandon. Smith –Awards chair in Kansas struggles finding nominees for the awards. Struggle to get nominees. We gave them a free conference registration—drawing. Lisa will work with Brandon on marketing this.

Exhibit Hall – John. Jorgensen – Glitch with the floor plan – next week we'll have exhibitor prospectus out.

Honoring Our Own – Tom. Summitt – Same thing as last year. Contacting folks.

Legislative/ByLaws – Linda Frederiksen (Interim) –Thank you Linda for stepping up and being legislative chair. Thank Thomas Craighton for all his work. We'll miss him a great deal. I'll send him an email of gratitude to him. Jerry received an email from Melissa from NAEMT. Senator Hancock message of delivery is antagonistic to us—but we need to listen. We need to work on getting a higher regard reputation. The person that does this—doesn't have to paid. Legislative RIP team—need to be able to respond quickly. Like Jerry Ewers said earlier. We need Michael Tripplett . Brian Rechkemmer knows a member that would pay more—if they had harder hitting legislative lobbyist. We don't pay the best for our lobbyist. Katy Hill—if legislative is important we maybe should put some more money in it. But the board needs to be more proactive. Our board members – need to go down to the capitol more. We need to draft more letters or set up a telephone number to get our members/affiliates—to get it out. Everybody is on board to do more legislatively—but then EMS Day on the Hill is poorly attended. We're not representing us.

Membership – Individual – Mark McCulloch—Follow-up on his idea for a 30-sec—video to promote us and EMS. Reviewed his idea from last meeting for those not here (see minutes from last month). He contacted an excellent video production house Screenscapes. Keep this high production value—so it's not a obviously low-budget.

Hollywood style—cadillac –samples from Pioneer hy-bred is \$50000. Mid-budget—uses generated effects instead of using high-end cameras they use photo effects. Came in better than expected \$12,000 We provide the actors/equipment etc.

Lower Budget – plan was a bail out –but it's pretty impressive. He showed an example on video screen. Brian R – questions about process and how it happens. Jerry – if we have a great year—we can make it work. So how do we get it out. No conflict of interest – he got name from someone who did this in the past. Get Service Directors Associations support—sponsor—to help. Look into additional sources of income to cover expenses.

Retired Individual Membership \$15.00

A former or current resident of the State of Iowa who was previously engaged in providing emergency medical care within the State of Iowa as an Active Member of the Association is eligible to become a Retired Individual Member. Only Active Members may be elected to the Board of Directors.

Add to website- and the brochure. See by-laws for retired language.

Update the by-laws—send to the board and update the website by-laws page. Language needs to be cleaned up “especially concerning the issue of “resident of Iowa”.

Defining what we mean by “Retired”.

Membership – Affiliate – C. Hopper-no report

Membership – Corporate – J. Ewers-no report

Marketing/Web – J. Beach-Sickels-credit card i-phone/pad credit card. How does it work-if they can't 2.75% for each purchase – approved to get to use at conference-load it on the I-pad we purchase to give away—then wipe it clean before we give the ipad to the winner. Board Shirts—get away from long sleeve Red shirt and get polo red-Jan will get with Lisa to get it done. Jerry indicated Jan needs to get website updated

EMS Week – Katy Hill – EMS Ceremony – she asked for feedback. Brian R heard good things. Mark M needs to get reimbursed for bag-piper. Des Moines Register put the event in the paper. Jerry—what do we do when the original memorial fills up. Jeff D said we need to look at that—original plan was they go around the circle on slabs. Do we need to try to write stricter criteria for who gets memorialized?. We can't do that easily and not hurt folks. But we should look at bumping the cost/fee to put someone on. Jeff will work with the designer about what it looks like to add names.

Leadership Academy – J. Dumermuth-Jeff will put something together for a fall Leadership Academy. Dates are set. If we can't fill the seats we'll cancel.

Voice/eNews – Brian Rechkemmer-No report Brian not here.

Scholarships – Brian Rechkemmer No report Brian not here

New Business:

Resignations and Open Seats on Board – Resignation from John Hill and Thomas Craighton—John will be back for the conference. Moved to Arkansas with wife—going to nursing school. Thomas Craighton took an Emergency Management position. Need to fill his Legislative role for IEMSA—and NAEMT representation. If anyone has any suggestions on folks that have a passion and a time commitment—get names to Linda. By-laws allow appointment by VP Linda. If no names—we will get the openings out to the members to vote on at the

Guest Presentation: David Koch, LEGAL SHIELD

Revisiting us—we discussed this last year. They go through how the training works and the benefits. 4% finders fee back to IEMSA for every member that enrolls. For every year they renew you get another 4%.He is also interested in speaking at the conference. No cost to us. Linda & Jerry will contact David Koch. Possibly become a corporate sponsor.

Bookkeeping and Approved Association Clean-up –Will contact CPA to come in. It's been a few years and a couple office managers it's time.

Adjournment – Jerry Ewers motion to adjourn – Brandon Smith 1<sup>st</sup> , Rod Robinson 2<sup>nd</sup>