



Note taker(s): Debra Gholson
Attendees: Joan Keiser, Heidi Kranz-McClelland, Deb Simaitis, Phil Duncan, and Virginia Beatty
Guest(s): Valerie Volkart, Lisa Buhr, Kevin Lee, Sandy Hentges, Shelly Wehmeyer, Jim Pruitt, Laurie Hines, Janice Rehak, **By phone:** Megan Maciel and Sarah Jane Dolezal
Called by: Deb Simaitis, Chair
Called to order at: 9:46 am

Welcome, Introductions, Agenda Approval and Minute Approval

Ms. Simaitis gave the welcome and introductions. The Agenda was amended to move “Keep Hope Alive Expansion,” “New Donor Registry System,” and the presentation by Sharp Media Group to New Business. Agenda, approved with changes.

The Minutes from the March 8, 2017, meeting were approved with one change on page three under Dynamic Message Boards; change “a few” in the first line to “two.”

The Minutes from the April 21, 2017, meeting were approved as written.

Action Items:	Person Responsible:	Deadline
Amend March 8, 2017 minutes	Virginia Beatty	ASAP

Reporting of Officers/Committees

Chair Report

- Appointment Update – Ms. Simaitis announced that Leanne Peace resigned from the Missouri Kidney Program and Tammy Turner is the Interim Director. She will fill the position until someone is hired. Michala Stoker, Saving Sight, submitted her resignation letter as her position has been eliminated. A motion to accept her resignation was made by Phil Duncan and seconded by Heidi Kranz-McClelland. All in favor. None opposed. Ms. Beatty has forwarded the letter through the DHSS chain of command.
- Jan Finn will take over as CEO of Midwest Transplant Network as of July 1, 2017.
- June 23rd was Phil’s birthday.
- Jerry Palmer, former committee member and heart transplant recipient, passed away June 2, 2017.
- Ms. Simaitis witnessed the signing of Senate Bill 248 on June 20, 2017. She visited with Lt. Governor Parson. He is overseeing and reviewing over 250 boards and commissions and he noted that some need to be eliminated. She reminded him that all of the GODAC appointments were expired, in need of review, and that members will continue to serve until reappointed or replaced. She also visited with Representative Steve Cookson (District 153). Representative Cookson is in need of a liver transplant and has asked the Governor to appoint him to GODAC. Ms. Simaitis passed out Representative Cookson’s bio.
- Ms. Simaitis indicated the committee needs to start thinking about changing Missouri statue, from ten GODAC representatives to twelve; include a representative from the Department of Elementary and Secondary Education (DESE) and one from the Department of Revenue (DOR). Ms. Simaitis stated that now would be a good time, as Lt. Governor Parson’s is currently reviewing boards and commissions. Ms. Beatty reported the program has put forth a legislative proposal, which is routing through proper channels.
- **Dashboard Update:** Ms. Beatty reported that the registry was down a couple of weeks ago for about 1 to 1 ½ hours. The State of Missouri IT got it back up and running quickly. Ms. Simaitis indicated that if members have any questions concerning the Dashboard Report to email Mr. Nicastro.

Secretarial Report

- FY17 Finance Update – presented by Virginia Beatty, Secretary. The budget report includes income and expenses through May 31, 2017. The June expenses will not be reconciled until the end of July. The revenue is at 87.5% of projected. Based on FY16 actual income of \$267,140, FY17 revenue is at 89% of projected. Revenue sources have been declining except for Unclaimed Property income,

which has increased.

- FY17 expenses are currently at 63.7% of projection and expected to close the year at 80% of projected; final expenses will be known at the end of July. Donor recognition cost was less than anticipated. \$12,000 in media expenses were carried over from FY16 and paid out of FY17 budget; April 2017 media expenses, expected to be \$45,500, did not process in May and will process in June. The reprint expense of the bookmarks may be paid out of FY17 or FY18, unknown at this time. Under Program Services Distribution notice that the grant for Mid-America Transplant difference is due to staff turnover.
- Ms. Beatty explained the difference in “Contracting” and “Sub-Recipient.” Sub-Recipient is primarily associated with federal funds or other funds that are allowed to be passed through to the community. Grant awards state funding and programming has to be done in the community, but the award is given to the government agency to pass to that community. Contracting is what the Department does, it is a contract for deliverable services and the contractor must do at least 51% of the work. Forty-nine percent or less can be sub-contracted.
- FY18 Proposed Budget – Ms. Beatty explained the budget process. Budget reviews are conducted monthly and adjustments are made each January. Revenue projections were based on FY17 actual for the period of July 2015 through April 2016 and annualized for the 12 month period; program anticipates \$261,000 in FY18.
- Expenses – Personnel includes a probationary salary increase for the Senior Office Support Assistant and up to 40 hours for a video specialist. The program is having the GODAC training reviewed, seeing where it needs/can be improved and how to better streamline the training. Fringe is at 50% of salaries, indirect is budgeted at 21.4% of salaries and fringe, which is down from FY17. Network costs are calculated at \$2,500 per FTE. Grant category: Mid-America Transplant, estimates for year two expenses of \$3,000 for the month of June. The year three grant is in the process of being renewed and pending Diane Brockmeier’s signature and return. According to Mr. Kevin Lee, she is expected to sign and return the grant contract by Friday, July 7, 2017. The program is in the process of writing a grant to provide public education at local license offices, which will go through a bid process. Organ procurement organizations (OPOs) are eligible to bid on this grant. Mr. Duncan asked about the State Fair line item, Ms. Beatty explained that it is based on what was paid in FY16 for the booth and the accessories that were part of the rental. The “Other” line item is money that has been set aside to cover the education brochure that GODAC is working on, the High School Education Program, and a media campaign. As funds are expended out of this category, a break down will be provided in future reports. The Registry expenses are based on the period of July 2016 through April 2017 and annualized for the year. The license fees were left the same as last year, but it could go up or down. The Refund line is something for a special circumstance if a refund for a specialty license plate is needed, or if a vendor is over paid. Total expenses are estimated to be \$337,695 with a cash balance at the end of FY18 of \$577,065. The FY18 proposed budget was approved as presented. Motion to approve made by Heidi Kranz-McClelland and seconded by Joan Keiser. All in favor. None opposed.
- Mr. Lee asked, “Who is eligible to vote during the meetings?” Ms. Beatty explained that the voting members are the committee appointed members; today that is Ms. Simaitis, Mr. Duncan, Ms. Krantz-McClelland, Ms. Keiser, and herself.

GODAC Brochure Subcommittee Update

- Joan Keiser reported that the last proposal was not accepted by the Department and that it needed to be more about education and less about GODAC. The committee was encouraged to resubmit an educational piece with some GODAC information instead of being solely about GODAC. Ms. Simaitis stated that she discussed the brochure with Steve Cramer. He suggested re-grouping and focusing less on GODAC as a committee and more on education through partnerships and then resubmitting the brochure. Ms. Keiser asked if the committee should continue to pursue. She stated that the group does not have anything to give out that says “who we are” so maybe something more simple is needed. Ms. Beatty stated that the brochure cannot focus just on GODAC, as it is her understanding the committee’s purpose is to educate the public. Ms. Simaitis commented that this is a

unique committee and the Department does not know quite where to put us, but the reason for this is because most do not know who GODAC is or what they do, even those associated with the senate bill. Ms. Simaitis wanted a piece (document) lending credibility to GODAC. Ms. Kranz-McClelland suggested we put a small information spot on the back of a brochure and concentrate on education. She feels it would be better received if it was about the message and a little about the committee. Ms. Hentges will take this idea back to Steve Cramer and see if this would be an acceptable avenue. All agreed to have Ms. Hentges speak to Mr. Cramer. The committee will come together on July 21, 2017, to examine revisions according to Mr. Cramer's suggestions. The committee will decide whether to continue with the project at that time. Ms. Keiser suggested that someone else be appointed to the sub-committee since Michala Stoker has resigned. Laurie Hines volunteered.

GODAC Tablecloth - Ms. Keiser reported on the results of the last meeting.

- Ms. Keiser and Ms. Volkart discussed the tablecloth vendor and options will be sent to the brochure sub-committee for their meeting on July 21, 2017. As discussed before, the "GODAC" logo must be approved. Ms. Kranz-McClelland asked if it could be the "Donate Life Missouri" logo and Ms. Volkart said "yes you can customize."

Dynamic Message Signs- Kevin Lee reporting on behalf of Peter Nicastro.

- Mr. Lee had one of his interns do some research. Tennessee does not have a program. Iowa was the model the group was hoping to use; however, their messages now have to be about traffic safety, and can only be six-to-ten words. The sub-committee continues to investigate and will bring more information at a later date. The next sub-committee meeting is July 6, 2017. Lisa Buhr asked to be and will be added to this sub-committee.

Action Items:	Person Responsible:	Deadline
Ms. Hentges will speak with Mr. Cramer concerning changes to the brochure.	Sandy Hentges	Before July 21, 2017 meeting
Brochure will be reviewed; tablecloth will be discussed.	Committee Members	At July 21, 2017 meeting
Dynamic Message Signs	Committee Members	July 6, 2017
Dashboard and Fund Balance	Peter Nicastro	Next Meeting

Unfinished Business

Capitol Day & Donor Family Recognition

- Ms. Simaitis reported the event went really well. Great Day! Large turnout.
- Megan Maciel reported on the Team Missouri Legislator Breakfast; there was a great turnout of representatives and their staff. The information passed out was well received. Ms. Simaitis asked if Team Missouri wanted to do this next year, Ms. Maciel responded that since Ms. Stoker was no longer leading the team, she could not make a commitment at this time.
- Ms. Volkart reported on the Donor Family Recognition event. Twenty-nine organ, eye and tissue donors were recognized. The program was attended by over 50 individuals. The families were present in the House for the Resolution presentation, a moment of silence for donors, and the perfection of House Bill 105. Representative Steve Cookson, District 153, spoke about his need of a liver transplant and the importance of the bill. Families received certificates and were presented with an opportunity to share their story. Photos were taken and will be put into a PowerPoint for the families. An after-action document is available for the future event planning. Ms. Simaitis reported that Daniel Bogle, legislative liaison for DHSS, wrote a note to Kelley Rogers, legislative assistant for Rep. Love, about how much he enjoyed the program, and how touched he was by the event. Ms. Rogers forwarded the note to Ms. Simaitis. Ms. Volkart received a framed photo of everyone that attended both events from Ms. Simaitis. The photo was taken on the State Capitol's "grand staircase." Representative Warren Love's office, District 125, helped ensure everything went as planned, and it was well done.
- Laurie Hines suggested a bigger room would be nice so more can attend, but she is torn if we should have more people. A larger private room is needed, per Ms. Simaitis.
- Ms. Simaitis presented the 2017 Proclamation and House Resolution documents to DHSS to display

in the Bureau’s office.

- Ms. Simaitis will reserve needed areas from Amanda Christian for next year.
- Ms. Rogers told Mr. & Mrs. Simaitis she did not know much about organ donation before her office started working on the event. She informed them that her 16 year old son got his driver license and she asked him about organ donation. He told her he said “YES” so profoundly. It affected their family deeply and shows that education makes a difference.

High School Education Project Update

- Ms. Beatty reported that the teacher surveys are complete and the data is available. The Spring Health Occupations Students of America (HOSA) conference went very well and the students asked very good questions. The students had very good ideas, suggesting that organ donor education needs to be in the classroom. The focus group data will be evaluated and a summary available at the next committee meeting.
- Shelly Wehmeyer reported on the HOSA International Conference in Florida. Two-hundred and forty-three students from Missouri were chosen to attend. Many earned awards and recognitions. The state convention had 1,213 attendees, from which these exceptional students were chosen. GODAC had a booth at the HOSA educational symposium. Ms. Simaitis did a presentation. Ms. Beatty mentioned that this is a very good venue and a great source for direction on the Education Project. Students said they wanted a documentary on the “process.” They suggested it be a part of the workshop next year. Ms. Simaitis asked for a timeline on putting this together. Ms. Beatty replied that it would depend on whether it is for students or teachers. Ms. Rehak and Ms. Wehmeyer have connections to other groups/organizations that could be a good resource. The next sub-committee meeting is August 15, 2017.

Sunset Clause Repeal – Income Tax Checkoff

- Ms. Simaitis reported the subject can be removed from future agendas since the repeal has been signed into law. Ms. Rogers invited Ms. Simaitis to the signing. Ms. Simaitis got signed copies with the pens used by the Governor to sign the law. Ms. Simaitis presented each committee member a copy and two copies for the Department.

2017 Missouri State Fair

- Ms. Volkart reported that she contacted the Mizzou Central organizer and booth space is not available this year. A “hold” has been put on a space in the Mathewson Building, but it must be staffed all 11 days, from 9 am to 9 pm. Cost is \$810 for a 10’ x 8’ space. Tables, chairs, and waste basket are an additional fee. There is no secure area for the registration box. Can we get enough volunteers to staff this booth? Ms. Beatty believes that it is too much of a stress on all of the partnering organizations. Committee members agreed. There will not be a booth at the 2017 Missouri State Fair.
- Mr. Duncan reported on the Donor Family Float for the State Fair Parade. He will ensure the application is submitted and cover the \$22 fee. He asked what should be used as a description for the “parade entry” and the “name of organization?” Ms. Beatty suggested it would be better to use “Donate Life Missouri” and Mr. Lee suggested “Organ, Tissue, Eye Donations” as the description. All agreed. Mr. Duncan stated he needs banners from the OPOs for the float. OPOs agreed to contact donors and families to ride on the float. If more want to participate than will fit on the float they can walk behind. Those that cannot walk will ride. Mr. Duncan will send the OPOs the information so they can let the participants know where and when to arrive. Mr. Duncan stated it starts at 6 pm on Thursday, August 10th. He will also bring the Globe. Mr. Duncan noted that the Donate Life Globe has been serviced and that it has been in front of one million people in the past five years.

Action Items:

Reserve Rotunda & Alcove in Aug
Lunch Break

Person Responsible:

Deb Simaitis

Deadline

August

New Business

Sharp Media Group Presentation

- Ryan and Chase Williams gave a presentation on digital signage and proposed they be used in local license offices to educate the population on organ donation. With the new licenses that are going to be available soon it would be a prime time to reach the largest number of people in the State of Missouri. The number of residents that will visit a Missouri license office will go from 7-8 million a year to 150 million. Mr. Lee asked about how customizable are these boards and whether different messages can be used at different locations. The Williams' indicated it can be done, as messages are run from a main computer and can be easily changed. Mr. Lee mentioned that 98 percent of donors join at the DMV office. Ms. Simaitis mentioned that people do not pick up brochures, but they will watch the screen and respond to "life stories" about donation. Sharp Media will provide an agreement to their contractual offices. Ms. Kranz-McClland asked if the contracts have an "out clause?" Mr. Ryan Williams replied, "Yes." The proposal is to be reviewed by the members and will be discussed at the next meeting.

Keep Hope Alive Expansion

- Ms. Simaitis reported that those taking the test are between 18 and 24 years of age. Those taking the pre-test typically score on average 43 to 57 percent, after watching the video, the post-test indicates a score of 100 percent. Boone County has every new recruit watch the video and they do well on the test. Ms. Simaitis distributed an informational sheet for the members to review and discuss at the next meeting.

Capitol Days & Donor Family Recognition Program 2017 (4.10.18)

- Ms. Simaitis will reserve rooms on August 1st or 2nd. The Lt. Governor requested to be a part of the 2018 event. Ms. Volkart said the committee will meet in late July or early August to begin planning.

Proclamation 2018

- Ms. Simaitis will request the proclamation in November and Brianna Murphy is the contact for proclamations.

Annual Report FY17

- Ms. Beatty reported that FY17 ended June 30th. Information submitted for the annual report must be for the FY17 period. Notices will be sent out mid-July. She needs bio's and stories by October 18th. The report will be published by January 15, 2018.

New Donor Registry Program

- Ms. Beatty reported that the Department is moving forward with rebuilding the registry. She is preparing a bid at this time which is a lengthy process from initiation until award.

Strategic Plan Review

- Ms. Beatty reviewed changes recommended by the program. Each item was discussed and some changes were made. Ms. Beatty will update the document and send it to the members for one last review.

Annual Bylaw Review

- Ms. Keiser reminded the committee the bylaws must be reviewed annually. Ms. Simaitis asked if there were any changes. None were suggested. Document should be updated with: "No Changes 6/29/17."

GODAC Training

- Ms. Volkart and Ms. Beatty reported that the training module is being reviewed and updates being made. Committee members will receive an email when the training is available. Training is to be completed annually by the members.

Action Items:	Person Responsible:	Deadline
Review information packet from Sharp Media	Membership	Next meeting
Update the Strategic Plan	Virginia Beatty	Next meeting
Request Proclamation	Deb Simaitis	October
GODAC Training –email	Virginia Beatty	When complete
Update Bylaws to show update	Virginia Beatty	Next meeting
Update Website and Google	Virginia Beatty	ASAP
Keep Hope Alive	Membership	Review for next meeting

Partner Updates

Midwest Transplant Network Update (MTN)

Ms. Kranz-McClelland asked Ms. Maciel and Ms. Dolezal to report. No Team Missouri report; they will meet with Ms. Stoker prior to her departure from Saving Sight and have more to report at the next meeting. Community outreach at MTN will increase for the remainder of the summer and into fall as they partner with the University of Missouri for “Organ Donation Night” at a Royals game and prepare for National DMV Appreciation Week in September. Ms. Kranz-McClelland reported on several educational opportunities coming up; one is with their hospital partners in Joplin on July 18th and the other is a large educational symposium on October 27th at Arrowhead Stadium.

Saving Sight/Team Missouri Update

No report.

Mid-America Transplant Update

Mr. Lee reported that Mid-America’s April 29th 5K Run had to be postponed due to flooding. The 5K Run has been rescheduled for July 23rd at Forest Park with over 1,700 registered. “Transplant Awareness Night” is August 5th. September 16th is the “Brain Dead” symposium in Springfield. An announcement was made that the Northside DMV will be closing and will free up the Northside liaison to do more systematic outreach. The secondary schools program historically has been bringing people to Mid-America Transplant, staff will be reaching out more. Outreach to secondary nursing programs is wrapping up, and staff is doing a lot more funeral home outreach. Mid-America Transplant has hired a funeral home liaison.

Missouri Kidney Program

Ms. Beatty read a prepared report from Tammy Turner. Currently they have a stable budget for FY18 and are continuing educational programs and efforts. An announcement was made that Leanne Peace will be leaving MoKP.

Gift of Life Update

Ms. Beatty read a prepared report from Kim Harbur, which announced that Diane Arzorsky joined Gift of Life as Executive Director. She reported that Keith Anderson’s condition is the same, and he and his wife thank everyone for the cards and letters. Gift of Life had a record year with the LifeSaversTM Program reaching close to 700 classroom presentations. Transplant mentors, who support and encourage patients and their family members, have reached out to over 500 families in 20 different states. Four hundred guests attended “GoSeeDoKC,” Gift of Life’s annual fundraiser, on April 8, 2017, with \$151,000 being raised; \$11,000 over their goal. On June 5, 2017, the “Golf Fore Life, Isabelle Ellis Memorial Golf Classic” was held. October 9, 2017, will be the “LifeSaversTM Rally” for high school student leaders in the Kansas City area. Gift of Life will be celebrating 20 years in 2018.

Department of Elementary and Secondary Education

No report.

Next Meeting

Agenda/Logistics

Draft and Review September Agenda	Virginia Beatty and Deb Simaitis
Send out poll to determine next meeting	Virginia Beatty

Adjourn

Meeting Adjourned at 2:30 pm	Chair, Deb Simaitis
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