



BOARD OF DIRECTORS MEETING MINUTES  
May 4, 2021

This meeting of the Richmond Behavioral Health Authority (RBHA) Board was held through electronic communication means due to the current State of Emergency and due to safety concerns stemming from the coronavirus pandemic. Board members, staff, and the general public were able to participate by teleconference/videoconference via Zoom.

RBHA Board members present: Scott Cannady; Denise Dickerson, Secretary/Treasurer; Dr. Cheryl Ivey Green, Chair; Sabrina Gross; Colleen Howarth; Dr. Brian Maiden; Melodie Patterson; Dr. Andrew Ramsey; Malesia "Nikki" Taylor and Eduardo Vidal.

RBHA Board members absent: Dr. Joy Bressler; Irvin Dallas, Vice Chair; Karah Gunther; and Dr. Cynthia Newbille.

Staff present: Dr. John Lindstrom, CEO; Amy Erb; Bill Fellows; Dr. Jim May; Shenée McCray; Michael Tutt; Cristi Zedd and Meleese Evans.

RBHA's Legal Counsel: Jon Joseph of Christian & Barton, LLP.

Guests: None.

Proceedings:

- The meeting was called to order at 3:06 p.m. by Dr. Cheryl Ivey Green.
- The Board meeting minutes for April 13, 2021 were approved with a motion by Denise Dickerson and seconded by Dr. Brian Maiden. The minutes were unanimously approved.
- Public Comment: None.

#### Employee Recognitions

- The Children's Response and Stabilization Team (CReST) of the Children's Mental Health Division was recognized as team of the month.

Presentation: The 2021 Insurance Renewals was presented by Matt Davis of McGriff Insurance Services.

***Motion: Denise Dickerson moved that the Board accept the 2021 Insurance Renewals as presented; seconded by Scott Cannady and unanimously approved.***

#### Board Chair Report - Dr. Cheryl Ivey Green

- Dr. Cheryl Ivey Green thanked all staff for their continued work being done, especially during the pandemic; and, encouraged all to remember the safety of the staff and consumers.
- Attended the ribbon cutting ceremony of the Children's Services Center/Walking Trail at the North Campus and encouraged board members to contact Dr. Lindstrom to receive a tour.
- Dr. Green is attending the virtual VACSB conference this week.

- Dr. Green asked all board members to attend the Board Retreat on June 22 along with the RBH Foundation Board; and, encouraged all to attach the RBH Foundation as a fundraiser on Facebook.
- Dr. Green and the rest of the RBHA Board recognized Sabrina Gross for her dedicated service on the RBHA Board since February 2017; as, she is not renewing her term after this June.

#### Chief Executive Officer's Report - Dr. John Lindstrom

- The Department of Behavioral Health and Developmental Services accepted our plan for increasing in-person services.
- The CEO Report was discussed and is included in today's board meeting packet and with today's meeting minutes.

#### RBH Foundation Report – Dr. John Lindstrom for Carolyn Seaman

- The Foundation Development Report was discussed and is included in today's board meeting packet and with today's meeting minutes.
- The RBH Foundation Board is meeting with six potential new board member candidates. Plan to add three new members this year.

#### Committee Reports:

##### **Access & Service Delivery Committee** – Malesia "Nikki" Taylor

- The Access & Service Delivery Committee has not met since the last board meeting.

##### **Advocacy & Community Education Committee** – Scott Cannady

- The Advocacy and Community Education Committee has not met since the last board meeting.

##### **Executive Committee** – Dr. Cheryl Ivey Green

- The Executive Committee has not met since the last board meeting.

##### **Finance Committee** – Denise Dickerson

- Total cash in the bank at March 31<sup>st</sup> was \$21.4 million, and RBHA's share of that cash is \$5.2 million.
- RBHA's current operating reserve ratio is down slightly from last month to 0.82 or just under 2 months of expenses.
- Net income is currently \$15.4 million, however that figure contains prior year carry over amounts and similar balances are expected to be carried over at the end of this fiscal year. Accordingly, net income will decrease once those funds are deferred.
- Gross Accounts Receivable is \$10.8 million and net AR, after the allowance for doubtful accounts, is \$6.3 million due from the MCOs.
- The note payable balance at March 31<sup>st</sup> is \$2.99 million which has been recorded in the current and long-term liabilities section of the Balance Sheet.

##### **Human Resources Committee** – Dr. Cheryl Ivey Green for Irvin Dallas

- The Human Resources Committee reviewed and discussed the Chief Executive Officer (CEO) Evaluation Survey from Board Members and the Executive

Leadership Team. The CEO Evaluation will be discussed in closed session during today's meeting.

**Nominating & By-Laws Committee** – Dr. Joy Bressler

- The Nominating and By-Laws Committee has not met since the last board meeting.

CLOSED SESSION

- Pursuant to Section 2.2-3711A(1) of the Code of Virginia, a motion was made by Denise Dickerson and seconded by Eduardo Vidal to move the meeting into closed session at 4:15 p.m. for purposes of discussion of personnel matters. Each Director was polled.
- The meeting entered back into open session at 5:28 p.m.
- All agreed by a unanimous vote that what was read in the motion for closed session was discussed, affirming the resolution.

The meeting adjourned at 5:31 p.m.

The next Board of Director's meeting will take place on Tuesday, June 22, 2021 at 3:00 p.m. by teleconference/videoconference via Zoom.

Respectfully Submitted:



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Dr. Cheryl Ivey Green  
RBHA Board Chair



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Dr. John P. Lindstrom  
Chief Executive Officer

**May 4, 2021**

**MOTION**

I move that the meeting of the Board of Directors of the Richmond Behavioral Health Authority enter closed session pursuant to Section 2.2-3711A(1) of the Code of Virginia for discussion of personnel matters.

**Resolution of the Board of Directors**

**May 4, 2021**

**I hereby move for the adoption of the following resolution by the RBHA Board:**

**WHEREAS**, the meeting of the Board of Directors of the Richmond Behavioral Health Authority (“the Authority”) has convened in closed session on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

**WHEREAS**, Section 2.2-3712 of the Code of Virginia requires a certification by this Authority that such closed session was conducted in conformity with Virginia law.

**NOW THEREFORE, BE IT RESOLVED:**

That the Authority hereby certifies that to the best of each director’s knowledge: (i) only public matters lawfully exempt from open meeting requirements by Virginia law were discussed in the closed session to which this certifying resolution applies; and (ii) only such public business matters as were identified in the motion convening the closed session were heard, discussed or considered by the Authority.

**WITNESS** the following vote of Authority directors, as recorded by Denise P. Dickerson, its Secretary.

 Denise P. Dickerson, Secretary

Richmond Behavioral Health Authority  
Board of Directors  
Chief Executive Officer's Report  
May 4, 2021

Today's report will be brief as no new initiatives have been undertaken since the last Board meeting which occurred just three weeks ago. Matters discussed in the April CEO Report continue, with efforts intensifying related to STEP VA expansion planning and FY 22 budget development. There have been no new positive cases of COVID-19 among staff and the number of positive cases among those we serve rose by only one in the last three weeks.

VACSB will host the Spring Training Conference May 5–7, using a virtual platform for all presentations, meetings, and workshops. Dr. Cheryl Ivey Green, Denise Dickerson, and Dr. Brian Maiden have registered and will join a number of RBHA leadership staff in representing RBHA.

On behalf of Region 4, RBHA and the Region 4 Office have submitted proposals for implementing Adult Mobile Crisis services, part of the Regional Crisis Hub, and the Regional Crisis Call Center, which will be integrated with the National Suicide Prevention and Mental Health Services Hotline. Our plan includes employing between 10-12 staff including clinicians, peers/family support, and supervisory to join children's mobile crisis services under the CReST banner. We have proposed contracting call center services, most likely following a joint or collaborative solicitation with Region 1. Within the next few weeks we will be submitting proposals for STEP VA funded initiatives related to Peer & Family Support, Veterans (Service Members, Veterans, and their Families), and further outpatient expansion.

FY 22 Budget planning is well underway. We are doing deep dives around the impact of depressed revenues related to COVID-19 and the ongoing challenges of managed care. Realistically, we will not have a draft budget ready for presentation until the May Finance Committee meeting, thus it is likely that the opportunity of Board approval will not come until June, along with approval of the FY 22 Performance Contract.

Respectfully submitted,



John P. Lindstrom, Ph.D., LCP  
Chief Executive Officer

RBHA Board Meeting  
Development Report – May 4, 2021

Richmond Behavioral Health Foundation

YTD Income (minus grants) to RBHF: \$14,526.97 (as of February 28, 2021)

YTD grants awarded: \$51,320 (as of February 28, 2021)

YTD gifts-in-kind: \$68,357.20 (as of April 30, 2021)

YTD Total Revenue: \$134,204.17 (includes volunteer values)

	Current Year (FY21)	Previous Year (FY20)	Two Years Ago (FY19)
	Total Grants/Requests Submitted in FY21 (July 1, 2020 – June 30, 2021)	Total Grants/Requests Submitted in FY20 (July 1, 2019 – June 30, 2020)	Total Grants/Requests Submitted in FY19 (July 1, 2018 – June 30, 2019)
Number of Submitted Grants/Requests	6 Total: \$108,820	2 carryover from FY19 (\$40,000) 10 (TOTAL: \$151,000)	9 \$418,500 and up to \$500,000  (TOTAL: \$918,500)
Number of Funded Grants/Requests	3	7	5
Dollar Value of Awarded Grants/Requests	\$51,320	\$142,000	\$59,795
Number of Pending Grants/Requests	1	0	2
Dollar Value of Pending Grants/Requests	\$2500	0	\$40,000
Number of Denied Grants/Requests/Postponed	2	2 - denied 3 - cancelled (COVID)	3
Dollar Value of Denied or Partially Funded Grants/Requests	\$55,000	\$59,000	\$821,500.00
Gifts in Kind - Monetary Value (Includes Value of Volunteer Hours and Value of donated items)	\$68,357.20	\$57,671.25	\$9,342.00

RBHA Board Meeting  
Development Report – May 4, 2021

Volunteer Hours	1551	863	200
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Update on Grants and Gifts: See attached chart

Communications:

- Dr. Lindstrom and Dr. May participated in a virtual outreach event to a fraternal organization at VCU – topic of College Students, COVID, and Coping
- Mural with Hamilton Glass – RBH Branding Team is working with Hamilton to finalize concepts for presentation to the larger group
- 2 Commercials currently in production with a local production company – partnership with Charlene and Prevention Services. Concepts are around suicide prevention, mental wellness, and substance use.
- Employee Engagement around new brand – Virtually Fearless Wellness Challenge – we have completed 4 Mini Challenges and the Main Event Challenge – over 100 employee participants
- Internal and external transitioning to new brand graphics has begun.
- Moving close to roll out of all brand components with employees and beginning transition to incorporating Brand Identity – internally and externally
- Next Steps:
  - Brand Standards Manual to be completed
  - Print Collateral Strategic Plan to be finalized
  - Begin transition of internal documents and external facing communications
- Developing a Communications Plan
- Developing a Social Media Plan
- Beginning work on Employee Recruitment Plan
- Branding Roll Out to Staff took place October 29<sup>th</sup> via Zoom Webinar

Key Metrics:

- 414 Employees registered for the webinar; 352 attended
- Direct feedback was received from 151 attendees, over 40% of all attendees
- Despite the challenging COVID backdrop, 89% of feedback was extremely positive
- Only 2% of attendees provided negative constructive feedback
- 59 Employees volunteered to participate in upcoming aspects of the re-branding process (i.e., marketing, event planning, etc.)
- Logo Presentation to RBHA Board for vote to adopt – September 1, 2020 – ADOPTED
- RBH Brochure and RBHF Insert is complete

Volunteer Appeals/Events:

- DIY Volunteer Projects – Activity Kits – We received 540 Activity Kits which were distributed to Child & Family programs, CSU, and North Campus programs
- RBHF Board is actively pursuing additional Board Members – we are currently meeting with 5 potential new board members
- Initial Planning for a North Campus – CSC and Walking Trail – Ribbon Cutting Event
- Exploring additional DIY Volunteer Project Kits to initiate:



RBHA Board Meeting  
Development Report – May 4, 2021

- Indoor Activity Kits – for children & adults
- Outdoor Activity Kits – for children (for spring)
- DIY Volunteer Project Outcomes:
  - Volunteer Service Hours: 1,227
  - Painted Rocks for NC Walking Trail: 58
  - Nourishment Kits: 449
  - Hygiene Kits: 252
  - Cold Weather Item Kits: 1266
- DIY Volunteer Project Impact:
  - Items have been distributed to 17 RBHA programs for distribution to individuals and families in need
- Planning several Volunteer Appeals in partnership with Hands On Greater Richmond - primary goal is to connect with individuals in the community and establish new relationships
  - Painted Rocks – North Campus Walking Trail
  - Hygiene Kits – Marshall Center, MRTC, PACT, Homeless Services
  - Nourishment Kits – Homeless Services
  - Cold Weather Kits – to grow our Giving Tuesday Cold Weather Item Collection
- Walking Trail – North Campus – November 2020 – Work to begin this week – tentatively scheduling 2 small volunteer opportunities around the installation of the walking trail

Appeals:

- Year End Appeal Results with new branding:
  - 33% increase in monetary donations
  - 947% increase in tangible donations
  - 44 new page followers on Facebook
  - Doubled our followers on Instagram
- Annual Appeal Campaign begins this week
  - Mailing
  - Email
  - Social Media Campaign
- Annual Appeal to begin in late October – first wide distribution of the new RBH brochure
- **Planning a campaign for the Children’s Services Center at North Campus** – Outdoor Needs – primary goal is to involve/reach community members and increase community awareness of RBHA – Spring 2021
- GIVING TUESDAY – December 1, 2020 – plans underway for securing cold weather clothing items
- United Way Employee Campaign – November 16, 2020

Grants:

- Completing work on the Walking Trail this week – ConserVAtion Fund grant
- [Beginning work on the EPA grant to address storm water management on the North Campus – Cross Creek Nursery – Work to begin in July 2021](#)

**GRANT Applications FY21**

	Application Date	Request	Requested	Funded	Not Funded	In Kind Value	Volunteer Hours	NOTES
Altria - Give Together	7/16/2020	Homeless Services Outreach	\$ 25,000.00	\$ 25,000.00				Award Letter 07/27/20
Community Foundation	8/12/2020	Homeless Services COVID Relief	\$ 25,000.00	\$ 25,000.00				Community COVID-19 Relief Fund Award Letter 09/21/20
Women of St. Stephen's	8/14/2020	WRTC	\$ 1,320.00	\$ 1,320.00				Strollers and Car Seats
Richmond Christmas Mother	9/4/2020	Marshall Center Holiday Party	\$ 5,000.00		\$ 5,000.00			Holiday Party for 95 Marshall Center Members
Reynolds Foundation	10/30/2020	North Campus Reception Area	\$ 50,000.00		\$ 50,000.00			Reception Area Renovations - MRTC Building
Hands On/Altria	2/23/2021	Volunteer Project	\$ 2,500.00					North Campus beautification - back fence line
Richmond ToolBank	2/24/2021	North Campus - WRTC & Walking Trail						4 kid-size picnic tables & 4 benches
4Imprint	4/27/2021	\$500 worth of promotional products						6 weeks for award response
<b>DIY Volunteer Projects</b>								
Painted Rocks							34	58 Painted Rocks for North Campus
Hygiene Kits						\$ 2,520.00	151	252 Hygiene Kits
Nourishment Kits						\$ 4,490.00	270	449 Nourishment Kits
Cold Weather Item Kits						\$ 12,660.00	760	1266 Cold Weather Items Kits
Cold Weather Items (GT)						\$ 1,100.00	12	Misc Cold Weather Items
Activity Kits						\$ 5,400.00	324	540 Activity Kits
<b>TOTALS:</b>			<b>\$ 108,820.00</b>	<b>\$ 51,320.00</b>	<b>\$ 55,000.00</b>	<b>\$ 26,170.00</b>	<b>1551</b>	<b>Total Value Volunteer Hours: \$42,187.20</b>