

***Executive & Finance Committee Minutes***  
***August 22, 2024***  
***8:00 AM – 10:00 AM***

**Board Members Present:** Jennifer Brooks, Annie Lee, Lorez Meinhold, Rob Ruiz-Moss, and Dick Thompson

**Staff Present:** Brian Braun, Kelly Davies, Kelly Guthner, Jessalyn Hampton, Kevin Patterson, and Ezra Watland

**I. Welcome & Introductions**

Dick Thompson called the meeting to order at 8:01 a.m., welcoming everyone in attendance. The July Executive & Finance Committee minutes were reviewed and approved.

**II. September Draft Board Agenda**

The Committee reviewed the draft September Board meeting agenda. There were no changes made to the agenda.

**III. Media Buy Procurement Recommendation**

Staff presented a procurement request for the Plan Year (PY) 2025 Open Enrollment Media Buy. Staff is seeking approval to proceed contracting with Emico Media for the PY 2025 open enrollment in an amount not to exceed \$900,000 for the English paid media campaign. The media buy includes digital display ads, social media paid ads, paid search and search retargeting, placement on Connected TV (like Hulu), rural newspaper ads in 20 rural communities across Colorado.

Lorez Meinhold motioned to represent approval on the PY 2025 Open Enrollment Media Buy procurement request. Annie Lee Seconded the motion.

Mr. Thompson called for public comment. No public comment was given.

The recommendation passes unanimously and will be moved for Board approval.

**IV. Board Advisory Group Appointments**

Staff presented two recommendations to fill the current Board Advisory Group Advocate vacancies.

Lorez Meinhold motioned to approve the two candidates to the Board Advisory Group. Annie Lee seconded the motion.

Mr. Thompson called for public comment. No public comment was provided.

The recommendation passes unanimously and will be moved for Board approval.

**V. Public Comment**

No public comment was given.

**VI. Executive Session**

Dick Thompson entertained a motion to move into executive session to discuss matters concerning personnel and/or contractual matters. A vote was called and passed with unanimous approval.

The Executive Session is permitted pursuant to CRS §24-6-402(4)(e) & (c) and 24-6-402(4)(f).

The Committee will not return after the executive session, the public portion of the meeting adjourned at 8:21 a.m.

Dick Thompson  
Committee Chair