

New York State Dental Association
MINUTES OF THE BOARD OF TRUSTEES MEETING
September 22, 2023
NYSDA Headquarters
Albany, NY

PRESENT:

Members: Drs. Anthony Cuomo, President; Prabha Krishnan, President-Elect; Maurice Edwards, Vice President; Paul Leary, Secretary-Treasurer; James Galati, Immediate Past President; Lois Jackson; John Demas; Steven Essig; Adrienne Korkosz; Lynn Stacy; Luis Mauleon; Theresa Casper-Klock; Raymond Miller; Gary Scharoff; Donald Hills; Mitchell Greenberg; Guenter Jonke; Amarilis Jacobo; Megan Cloidt; and Mr. Greg Hill, Executive Director.

Others: Dr. William Karp, Speaker; Dr. Chester Gary, NYSDJ Editor; and Ms. Stacy McIllduff, NYSDF Executive Director. Staff in attendance were: Messrs. Michael Herrmann and Lance Plunkett; Mses. Betsy Bray, Patty Marcucia, Briana McNamee, Mary Stoll and Grazia Yaeger.

ABESENT:

Member: Dr. Brendan Dowd, ADA Trustee.

Dr. Cuomo called the meeting to order at 8:00 a.m. The agenda was adopted as amended. The Board officially approved the minutes from the August 9, 2023, and September 14, 2023, meetings.

New York State Dental Foundation:

Ms. McIllduff reported on the various projects that the NYSDF is currently working on. She reported that the Foundation organized a bus trip for student volunteers to attend the Special Olympics event in Ithaca, which turned out to be a huge success. The Foundation is rolling out its Salute Vets with a Smile program and is looking for volunteers. To expand oral healthcare in New York, the Foundation has created a campaign called "Giving Toothday." This campaign is designed to raise funds for programs like Salute Vets with a Smile and My Healthy Smile NY, as well as to help underwrite oral cancer screening events and other similar programs. It takes place the Tuesday after Thanksgiving every year. The Foundation is looking for volunteers to help with peer-to-peer fundraising.

My Healthy Smile NY pilot program was created to address the complex post-pandemic challenges facing our communities to ensure that all New Yorkers have access to oral health care. A viable solution for addressing the challenges ahead is the incorporation of a workforce model in New York, the Community Dental Health Coordinator (CDHC). A CDHC acts as a bridge between the community and clinical care with a working knowledge of dental disease processes, the dental delivery system and disease prevention strategies. One of a CDHC's core functions is to help patients navigate the health care system by connecting individuals with dental homes that are accepting Medicaid patients; managing patients' fears and anxieties about dental treatment; helping with transportation issues; and educating patients about dental disease and prevention. The Foundation is in the middle of putting together a full proposal for the governor's office for funding to help get the program off the ground. The Foundation is asking NYSDA for its help on this project by writing a letter of support on the Foundation's behalf. The Board unanimously approved the following resolution:

5-B-2023:

RESOLVED: That NYSDA send a letter of support to the governor's office requesting funding for the New York State Dental Foundation's My Healthy Smile NY pilot program.

The Foundation submitted a request to the Board for an increase to the suggested donation amount on the 2024 NYSDA members' dues statement. Since 2014 the suggested donation amount has been set at \$75. The Foundation is proposing an increase to \$95. This increase will help its efforts to create and deliver programming that addresses oral health challenges for New York's most vulnerable populations every year. The Board unanimously approved the following resolution:

6-B-2023:

RESOLVED: That NYSDA increase the suggested contribution amount for the New York State Dental Foundation from seventy-five dollars (\$75) to ninety-five dollars (\$95) on the NYSDA dues statement.

Legal Update:

Mr. Plunkett made a PowerPoint presentation to the Board entitled "New Trustees Onboarding: Corporate Duties and Responsibilities." All Board members were in attendance for this presentation.

Each Board member also took the New York State Mandated Sexual Harassment Prevention Training. The Board asked that it receive certification of the training from NYSDA, so members don't have to repeat the course if they work in clinics or hospitals.

Treasurer's Report:

This is Dr. Leary's first Board meeting as NYSDA Secretary-Treasurer. He started by telling the Board how grateful he is to have earned the trust of his colleagues to fulfill these important duties. He shared the following summary results of NYSDA's Reserve Fund with the Board:

Reserve Fund - The Vanguard Group					
Year-to-Date 8-2023					
* Due to Rounding, some %'s may vary					
	Ticker Symbol	Market Value	% Alloc	YTD Return	3-Yr Return
Bonds					
SHORT-TERM INV GRADE	VFSUX	\$402,332	5%	2.65%	-0.89%
INTERMEDIATE-TERM INVESTMT GRADE	VFIDX	\$278,437	4%	3.10%	-3.65%
LONG-TERM INVESTMT GRADE	VWETX	\$220,131	6%	2.51%	-8.42%
TOTAL BOND MARKET INDEX FUND	VBTLX	\$901,064	12%	1.60%	-4.39%
TOTAL INTERNATIONAL BOND INDEX FUND	VTABX	\$778,956	10%	3.88%	-3.42%
Total Fixed Income		\$2,580,920	35%	2.68%	-3.83%
Stocks					
TOTAL STOCK MARKET INDEX FUND	VTSAX	\$2,970,809	40%	17.99%	9.70%
TOTAL INTERNATIONAL STOCK INDEX	VTIAX	\$1,893,580	25%	8.64%	4.35%
Total Equity		\$4,864,389	65%	14.20%	7.59%
Total Portfolio		\$7,445,309	100%	10.12%	3.75%

Dr. Leary introduced our advisor from Vanguard, Mr. Thomas Russo, Senior Investment Consultant. Mr. Russo provided further details on our Reserve performance and additional depth on the mutual funds used in our portfolio. He also reported on the firm's long-term outlook for the economy and securities markets. Vanguard feels that inflation and corresponding monetary policy will continue to be key factors in world economies and markets well into 2024.

Mr. Russo next presented the Board with an overview of fiduciary best practices. Vanguard provides advisory services to many nonprofits and having worked with many nonfinancial boards, is able to provide useful guidance to help these boards best fulfill their fiduciary responsibilities. The Board acts in a fiduciary role over NYSDA assets and, as such, it needs to ensure it is providing proper due diligence.

He summarized the best practices as follows:

- Have an understanding of the portfolio purpose/definition of success
- Create a charter that outlines roles/responsibilities
- Adopt a clear investment strategy balancing risk/return
- Identify a process for reviewing performance/costs
- Exercise common sense and discipline

Pursuant to these recommendations, Dr. Leary, working with Messrs. Hill and Herrmann, proposed a formal Investment committee be formed as a committee of the Board. The committee shall consist of six (6) members. Four (4) members as ex-officio members include: the Secretary-Treasurer, the Executive Director, the Assistant Executive Director for Finance & Administration, and the Controller. Two additional Association members should be selected by the President for two-year terms based upon their past tripartite leadership in investment management or their otherwise acknowledged expertise in such. These appointive positions shall be established as staggered terms at the beginning of the committee. Appointive members may be eligible for two additional terms at the pleasure of the current President.

In addition to an investment committee, Vanguard recommends a more formal Investment Policy Statement be drafted to articulate the goals and objectives of the Reserve Fund more clearly. Such goals are currently embedded in our Board Rules, but the Board agreed that a stand-alone document makes sense for our largest asset. Dr. Leary worked again with Messrs. Hill and Herrmann to present a draft to the Board based upon Vanguard's model Investment Policy Statement.

The Board is reviewing the proposed Investment Committee and Investment Policy Statement, and we hope to approve an acceptable version of these in the next month or so.

Dr. Leary wrapped up the discussion by stressing the importance of regularly having our paid investment advisor present directly to the Board. While the Treasurer and staff do an admirable job of providing regular updates on our reserves, it is important to hear directly from our contracted adviser from time-to-time.

Brown and Weinraub Introduction

Two representatives of NYSDA's outside lobbying team, Alex Betke and Carolyn Kerr, joined the meeting to give a brief introduction of the firm and its portfolio.

Brown and Weinraub represent the full spectrum of stakeholders in the health and human services sector. This ensures that they have a complete view of reforms underway at the federal

level and in New York State, which enables them to help their clients, like NYSDA, adapt. It positions them to identify opportunities for collaboration within and outside their client base.

The NYSDA team at Brown and Weinraub meets frequently with Ms. McNamee to discuss legislation that will affect dentistry and come up with a position and a strategy to lobby that legislation. Mr. Hill mentioned that Brown and Weinraub are always ranked as one of the best lobbying firms in New York-- this year it was ranked *the* best lobbying firm---and we are honored to have them as part of our team.

Line Officers Reports:

All the line officers have been attending various legislative fundraising events, and coordination of these events with EDPAC has gone well.

Dr. Cuomo mentioned that at the direction of the Board, he and Dr. Dowd sent a letter to Dr. Raymond Cohlma, ADA Executive Director; Dr. George Shepley, ADA President; Dr. Linda Edgar, ADA President-Elect; Dr. John Blake, CDA President; and Mr. Peter DuBois, CDA Executive Director. The ADA Board of Trustees was copied on the letter. The Board will be informed as soon as NYSDA receives a response.

Dr. Krishnan started her president-elect's visitations to the components. She also mentioned that a contract has been signed for the 2025 House of Delegates meeting that will take place at the Long Island Marriott in Uniondale on June 6-8.

Dr. Edwards and Ms. Bell are scheduled to do a site visit to the Borgata Towers in Atlantic City, NJ, as a possible site for the 2026 House of Delegates meeting. This meeting is still in the early stages of planning, and he will have more to report as the date gets a little closer.

Executive Director Report:

Mr. Hill told the Board he is holding an Executive Director Summit, in conjunction with the Council on Membership meeting. The purpose of this meeting is to talk about the strategy for membership growth and to identify the key metrics from each component dental society. This will be a segue from what the ADA has created to provide information on the power of the tripartite and what we can accomplish if we all work together. He provided the Board with a high-level executive summary of what that meeting is going to look like. One of the important aspects of the meeting will be how we can reverse the downward membership trend. Some examples of our strategic objectives are:

- Increase the total membership in component societies by setting specific targets.
- Enhance member satisfaction.
- Increase NYSDA membership by 5%.

Ms. Yaeger talked about collaborating with the component dental societies. The objective is to see what NYSDA can do to help each component reach its specific target goals, realizing that each component dental society will need something different. We are in the process of using qualitative analysis to see how best to serve components so they can work effectively to reach their goals. She explained that we will also engage more with students and residents to show them the value of membership in the tripartite and get them interested in joining.

Mr. Hill also reported, as mentioned in his report to the House of Delegates, that focusing on internal operations was one of his goals. In July, NYSDA implemented Microsoft 365 and we have started to use a lot of the technology that is built into that. Staff has been trained and Mr. Hill is hoping we can start to implement these programs when working with our councils. That would allow us to be more agile. We are also implementing new HR software that will modernize and streamline a lot of internal processes.

Lastly, a Workforce and Pathways to Licensure Committee has been created using a strategic forecasting model. We have reached out to membership for applicants to fill the positions on that committee. We actually have too many people who are interested in serving on our at-large division. He explained that we are going to build subgroups beneath the committee and populate them with the people who are interested.

ADA Related:

Trustee Report – Dr. Dowd was not in attendance but provided the Board with a written report for its review, a copy of which is attached.

Strategic Forecasting – Dr. Galati reported that the Strategic Forecasting Action Groups are seated, and the subcommittees are chaired and meeting. The Action Groups are going live on October 2, when they will be given their questions and decide which issues they are going to work on. All four Action Groups will be given the same question to work on. The subcommittee will collate them and send them up to the Board. After the Board's review, priorities will be sent to the next House of Delegates meeting for their approval. It will be up to the Board to decide how to fund the priority programs.

ADA Council on Communications:

Dr. Krishnan, chair of the ADA Council on Communications, submitted a written report and gave an extensive update to the Board regarding key issues the Council has been working on.

Dr. Krishnan also gave a presentation on the ADA Communications Trend Report for 2023. This report is intended to: help identify emerging issues from dentists and the public that may impact the reputation of the profession; serve as an additional input to national, state and local dental society decision-makers engaged in reputation management and communications planning; and help identify communication gaps between ADA efforts and member perceptions. Two surveys were deployed: one to dentists and one to consumers. Two takeaways from the dentist survey were practice stressors and patient issues. The practice stressor is that dentists continue to feel the economic impact of the slowing economy on all aspects of their practices, including workforce shortages and insurance reimbursement issues. The patient issue is that opioid prescriptions are being administered conservatively with minimal pushback, and patients visiting a dentist under the influence of marijuana or other drugs are on the rise. Dr. Krishnan reported on ADA resources available to help address some of these issues. A full report of the results is available at www.ada.org/2023trendreport.

Legislative Update:

Ms. McNamee reported that we had several bills that were a directive from the last House of Delegates meeting that were introduced during the last legislative session. She spoke specifically about the Medical Loss Ratio (MLR) bill and non-covered services bills. She has meetings with Programs and Counsel staff, as well as other internal policy staff set up to discuss the legislation.

She also confirmed to the Board that the dental therapy bill has been re-introduced. She explained that this will be the fourth session in which it has been introduced, with 2024 being the fifth. She informed the Board that there has been some media coverage and a little more chatter among our members on this issue. She explained that this is likely because of the recent closure of two Capital Region dental clinics, St. Peter's and Ellis Hospital. Ms. McNamee has been speaking with both sponsors of the bill, as well as relevant committee chairs and ranker members. She mentioned that she has a meeting next week with the Assembly sponsor, Carrie Woerner. She will also be addressing the members of the Fourth District at their meeting in October on this issue. She is reaching out to other stakeholders in the dental profession, like the

Dental Hygiene Association and the NYS Education Department, to see how they feel about the bill. She mentioned that the Dental Board met last Friday, and this issue was on their agenda for a second time. They are continuing to monitor this bill, as will NYSDA. The Dental Board's opinion on this bill is that a mid-level provider is not the right direction for New York State.

Ms. McNamee mentioned that she was on a monthly "insurance reform" ADA call last week where governmental relations staff from each state have the opportunity to hear and discuss their advocacy efforts. She said other states touched on the pitfalls, lessons learned, and amendments they need to implement now that MLR is a law in their state. She said the discussion was very timely for New York.

She is also working on another priority item that came out of the House of Delegates meeting, which was the sugary sweet beverages tax. She has been looking into what other states have done, so we don't have to recreate the wheel. This item will be discussed at the Council on Governmental Affairs next meeting.

Ms. McNamee reported that she has been helping the Foundation by opening doorways to the second floor of the governor's office as well as the Division of Budget to help launch My Healthy Smile NY. She mentioned that they also needed legislative assistance for the Percy T. Phillips fund, which is a pool of funds that comes from a special Foundation license plate. She explained that those funds have been collected and are sitting in a pool and cannot be distributed without legislative action. Ms. McNamee is working to have those funds released.

Ms. McNamee reported that she was working with Ms. Bray and Ms. Donnelly on a Medicaid and Managed Care budget letter. There was supposed to be an independent contractor review of the MMC program last October that was never done. She reached out to the Department of Health Chair to inquire where that review was. She also worked with them on No-Fault Workers' Comp to try to get a possible increase in the fee schedule by reaching out to the Workers' Compensation Board.

Senator Andrew Gounardes will be our sponsor for the scope of practice bill again. He knows this is a priority for NYSDA. Ms. McNamee has been in contact with the chair of the Assembly Higher Education Committee, Pat Fahy. She is interested in the legislation but is unsure if she can introduce it. Ms. McNamee is going to follow up with her and see where she is at on that and pursue other option for sponsorship if she declines.

Lastly, she mentioned that NYSDA Advocacy Day will be held on March 19-20, 2024. Assemblyperson Pat Fahy is this year's event sponsor. Accommodations, as well as the dinner, will be held at the Renaissance Hotel in downtown Albany. The pre-lobbying events/workshops will be held at the New York State Museum, and the legislative visits on day two will be held at the Capitol and the Legislative Office Building. A "save the date" will be sent out in October.

Dental Demonstration Project:

Ms. Bray explained to the Board that the Dental Demonstration Project is being moved over to the Foundation to continue its work. DDP projects that happened in 2023 are: Suffolk County Give Kids A Smile on April 29; and the DDP partnered with the University at Buffalo and Erie County Medical Center to hold the Oral Cancer Awareness, Education and Screening that took place at a Buffalo Bisons game on August 6.

They are in the planning stages with Touro College of Dental Medicine to expand the special needs program to incorporate care coordination. During COVID they provided an oral health screening for Head Start children that was a big success. They are now planning another event with Schoharie County Head Start to expand the teledentistry pilot project to incorporate screening, dental health home coordination and Head Start teacher training. Lastly, they have an event on October 21, where they are partnering with NYSDF, Hudson Valley Community

College, Kare Mobil, and the Third District Dental Society. This event was planned to offset the access-to-care need exacerbated by the closing of the St. Peter's and Ellis Hospital dental clinics.

Requests for Support:

Relief for Hawaii – As everyone is aware, Hawaii has been suffering from devastating wildfires. Although a formal request wasn't made, NYSDA has, in the past, supported other states when faced with natural disasters.

The Board unanimously passed the following resolution:

7-B-2023:

RESOLVED: That NYSDA donate \$5,000 to the Hawaii Dental Association Foundation for its disaster relief fund.

Lessons in a Lunchbox – A request came into NYSDA from ADA President-Elect Linda Edgar asking NYSDA to support the Lessons in a Lunchbox initiative. After much discussion, the Board had additional questions as to what was provided in this program and what areas of the country benefited from it. They asked Mr. Hill to reach out to Dr. Edgar to get more information and bring it back to the next meeting of the Board in February.

New York State Dental Journal Editor Search:

A search committee was formed to look for the next NYSDJ Editor. A request for applications was published in The Journal, the e-Newsletter, Facebook and Instagram. Only three people applied. The Committee met last week and decided that while it might be possible to select from the three people who expressed an interest, it is preferable to extend the deadline to see if they get any more applicants. However, there is a September 30 deadline, and the Committee is meeting next Friday. Regardless, the person needs to be in place by the end of the year. Dr. Jonke asked that Ms. Stoll share the advertisement with the Board so they can share it with their components.

Membership Report:

Membership Recruitment: NYSDA implemented a comprehensive recruitment campaign that includes mailing large format postcards, a social media digital campaign and an email campaign. The ADA implemented a new application process that now allows nonmembers to go online and see an instant dues quote to join. The results are as follows: January 1-June 30 offered 50% off an entire year of membership. The initiative recruited 88 new members; July 1-August 30 offered 50% off half-year of membership. This initiative resulted in 59 new members; September 1-December 10 offered \$0 dues for 2023 when the person agrees to pay 2024 dues in full. This initiative resulted in 14 new members.

Membership Renewals: NYSDA will be sending membership renewal notices in mid-November.

Membership Engagement: Bronx resident event was held in August. 74 residents registered for the event. 67 residents attended. 27 residents converted to members.

Signing Day: Signing Day events returned to in-person at all five dental schools in 2023. Columbia reached 56 students; NYU reached 329 students; Stony Brook reached 49 students; Touro reached 88 students; Buffalo reached 98 students.

Greater New York Dental Meeting: NYSDA will have a booth at the Greater New York Dental Meeting this year. NYSDA Membership and Marketing & Communications Department staff will be manning the booth.

Meetings Update:

ADA House of Delegates Meeting: Dr. Maria Maranga and Dr. Claudia Mahon-Vazquez asked to be approved as alternate delegates to the upcoming ADA House of Delegates meeting. The Board unanimously passed the following resolution:

8-B-2023:

RESOLVED: That Dr. Maria Maranga be appointed as an ADA Alternate Delegate at the 2023 ADA House of Delegates meeting in Orlando, FL.; and be it further

RESOLVED: That Dr. Claudia Mahon-Vazquez be appointed as an ADA Alternate Delegate at the 2023 ADA House of Delegates meeting in Orlando, FL.

A Board dinner will be held at the Capital Grill on Friday, October 6, at 6 p.m. Lastly, there are 115 people registered for the Women's Event.

NYSDA House of Delegates Meeting: Approval from the Board is needed to investigate the location of the 2026 NYSDA HOD meeting. Dr. Edwards is looking to hold the meeting at the Borgata in Atlantic City, NJ. The Board approved the following resolution.

9-B-2023:

RESOLVED: That NYSDA investigate the option of holding the 2026 NYSDA Annual Session at the Borgata in Atlantic City, NJ.

Diversity, Equity and Inclusion Task Force:

The Board previously approved \$10,000 for events related to Diversity, Equity and Inclusion in 2023. NYSDA is joining an event being held at the GNYDM. That event will be paid for by the ADA. The DEI Task Force would like to reappropriate that money by divvying it up among the component dental societies that are hosting events related to DEI to help lessen the burden of some of the expenses of their own DEI events in 2024. The Board unanimously approved the following resolutions.

10-B-2023:

RESOLVED: That the Diversity, Equity and Inclusion Task Force be given the discretion to use the \$10,000 previously allocated to them for meetings other than the Greater New York Dental Meeting in 2023.

11-B-2023:

RESOLVED: That up to \$10,000 be allocated for Diversity, Equity and Inclusion functions in 2024.

Evaluation of the House of Delegates:

Dr. Demas reported that this task force was charged with evaluating everything related to the House of Delegates and to see where cost savings might be possible. They are looking at everything from the size of the House to venues that are large enough to hold a House meeting that is so large, as well as the costs involved in traveling to check out the potential meeting spaces ahead of time. The task force will be meeting again soon to come up with actual numbers and possible solutions to be presented to the Board at its next meeting.

Strategic Planning:

Dr. Jacobo reported that the Strategic Planning Committee met yesterday afternoon. Three of the main items discussed at the meeting were adding the Secretary-Treasurer as a non-voting,

ex-officio member of the committee, establishing Core Values, and becoming future-ready with technology. Mr. Hill gave a brief presentation to the Board explaining that strategic planning is not something that can be accomplished during a two-hour meeting. It is an in-depth look at making a cultural shift in our organization and where we want to position ourselves in the next five years and becoming future-ready with a digital platform. The Committee will have several meetings between now and the next Board of Trustees meeting and will have official resolutions to present to the Board at that time.

Executive Director Quarterly Contracts:

The Board received the quarterly contract report.

Future Meeting Dates:

The Board decided to keep future meetings to one day. The next two meetings of the Board of Trustees will be held on Friday, February 2, 2024, at the NYSDA headquarters, and Friday, April 19, 2024, at the Albany Marriott. It is also important to note that the NYSDA Advocacy Day meeting will be held on March 19-20, 2024. Although the Board will not have an official meeting in April, Dr. Cuomo would like the Board to attend Advocacy Day.

New Business:

Referencing the Sexual Harassment Prevention Training that was completed by the Board today, Dr. Jonke mentioned that there was an article in the April issue of the JADA that might be worth a read.

Dr. Korkosz mentioned that the Board should have talking point for our ADA Delegates and Alternate Delegates to best promote both candidates that the Second Trustee District is running; which would also provide answers as to why New York is running two candidates.

Adjournment:

There being no further business, the Board meeting was adjourned at 2:45 PM.