



## Tribal Council Workshop Information

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|--|------------------------------------|
| <b>Workshop Title:</b> Ko-Kwel Wellness Center Project Update  | <b>Date of Workshop:</b> 2/13/2020 |
| <input checked="" type="checkbox"/> <b>Open Workshop</b> <span style="margin-left: 150px;"><input type="checkbox"/> <b>Continued from previous Workshop – Date:</b></span><br><input type="checkbox"/> <b>Closed Executive Workshop</b>  |                                    |
| <b>Presenter’s Name, Title and Department:</b> <ul style="list-style-type: none"><li>• Mark Gagnon, Chief Financial Officer</li><li>• Fauna Larkin, Operations Department Director</li><li>• Kelle Little, Health and Human Services Administrator</li><li>• Clark Walworth, Communications Director</li></ul>   |                                    |
| <b>Guest Presenter(s), Title and Agency (anyone not associated with CIT):</b>  |                                    |
| <b>Note Taker for Workshop:</b> Anna Chavez  |                                    |
| <b>Brief Description (provide outline of discussion points as well as questions you need answered by this workshop):</b> <p>Answer the following questions:</p> <ul style="list-style-type: none"><li>• Blessing and Renewal Ceremony—Dates/Times/Logistics?</li><li>• Project announcement, press, local civic leadership, and lender team event—At Restoration? Other?</li></ul> <p>Review upcoming milestones</p> |                                    |
| <u><b>Workshop Attendees</b></u><br><b>Tribal Council:</b><br><b>Staff:</b><br><b>Others:</b>  |                                    |
| <b>Workshop Summary (provide outline of discussions that occurred):</b>  |                                    |
| <b>Reference Materials (provide for posting):</b>  |                                    |

**Ko-Kwel Wellness Center Project  
Tribal Council Workshop Update  
February 13, 2020**

Questions

- Blessing and Renewal Ceremony—Dates/Times/Logistics?
- Project announcement, press, local civic leadership, and lender team event—At Restoration? Other?

Upcoming Milestones

February 17-21:

- 1200c permit submitted to EPA
- 50% CD Set submitted by S+B James to CIT

February 25-27:

- 50% CD Set Review—KWCP team reviews interior elevations, recommends external colors, finalizes casework
- KWCP updates in the newsletter and CIHA runner

March 2-6:

- Staff moves into Cranberry Lounge

March 16-19:

- 100% Construction Documents and final GMP submitted by S+B James to CIT
- Final GMP approved
- Blessing of the Ground
- CHC conference room cleared for S&B James
- “First Pitch” to Advanced Health and Oregon tribes

March 23-27:

- S&B James Mobilization
- NMTC Closing
- Temporary road graveled in

# Marketing Action Plan

## Ko-Kwel Wellness Center

Feb. 10, 2020

| Action Item                                     | Details  | Responsible   | Date                                       |
|---|--|---|--|
| "First Pitch" to Advanced Health, Oregon tribes | Meet with Adv Health   | Kelle schedule meeting. *   | By Mid-March                               |
|   | Outreach to other tribes   | Clark provide collateral.<br>Kelle, Mark J., Eric Metcalf<br>Clark provide collateral | ?  |
| Big 3 Outreach                                  | Visit BAH, NBMC, Bay Clinic  | Kay schedule meetings for Mark J. and Kelle.<br>Clark provide collateral              | 2-3 weeks after First Pitch to Adv. Health |
| Outreach to Health Care Providers               | Lunch with: <ul style="list-style-type: none"> <li>• Lower Umpqua</li> <li>• Southern Coos</li> <li>• Coast Community, Coquille Valley Waterfall</li> <li>• Coos Health &amp; Wellness</li> </ul>  | Kay and Anna plan lunch.<br>Mark J. and Kelle prepare presentation.                   | May  |
| Blessing and Renewal Ceremony                   | Smudge, prayer, tobacco – other? Private ceremony.   | Fauna and Nichole   | ASAP                                       |
| Public Event                                    | Unveiling, announcement, dedication, construction kickoff – not groundbreaking <ul style="list-style-type: none"> <li>• During Restoration?</li> <li>• Lender team participation</li> <li>• Civic and health care leaders attend</li> <li>• Media coverage **</li> </ul> | Team  | June?                                      |
| Select Branding Contractor                      | RFPs are due March 13. Selection team to review RFPs. Negotiate contract, based on needs identified by First Pitch to Advance Health   | Clark   | March 31                                   |

\* Preliminary assessment of likely referrals will influence patient recruitment targets.

\*\* Press release; social media; meetings with reporters; KCBY noon spotlight; CIT website; also internal communication with members and staff

# Communications Plan: KWCP Spring 2020

**Topic:** Start of construction activity in the cranberry bogs.

|  |   |   |   |
|--|---|---|---|
| <p><b>Audience 1</b><br/>All tribal families and CHC patients</p> <p><b>Message</b><br/>Activity is beginning. Here's what you'll see and how it will benefit you. How to stay informed and safe.</p> <p><b>Goal</b><br/>Families will be knowledgeable about the project. They will feel optimistic about current activities and future health-care services.</p> | <p><b>Audience 3</b><br/>Killich residents</p> <p><b>Message</b><br/>Activity is beginning. Here's what to expect, how to stay informed, how to be safe, and the long-term health benefits.</p> <p><b>Goal</b><br/>Residents will be knowledgeable about the project. They will feel cared for, listened to, and optimistic about current activities and future health-care services.</p> | <p><b>Audience 3</b><br/>Outside stakeholders (health orgs, Oregon tribes, local public)</p> <p><b>Message</b><br/>The tribe is stepping up to improve health-care opportunities for the community.</p> <p><b>Goal</b><br/>The public and health-care organizations will welcome the tribe's entry into the primary care marketplace.</p> | <p><b>Audience 4</b><br/>Tribal staff</p> <p><b>Message</b><br/>Activity is beginning. Here's what you'll see and how it will benefit you. How to stay informed and safe.</p> <p><b>Goal</b><br/>Employees will be knowledgeable about the project. They will feel optimistic about current activities and future health-care services.</p> |
|--|---|---|---|

| Action Items   | Audience                                       | Who will do this? | Rollout     |
|--|--|-------------------|-------------|
| Construction preview in K'wen, with timeline and drawings, how to sign up for construction updates   | Tribal families, employees                     | Clark, Anne       | March 1     |
| Construction preview in Runner, with timeline and drawings, how to sign up for construction updates  | Killich residents                              | Clark             | March 1     |
| Construction preview post on MyTribe   | Tribal families                                | Clark             | March 1     |
| New lobby poster   | Patients                                       | Clark             | March 1     |
| Press release announcing construction  | Outside stakeholders                           | Clark             | March 16    |
| Construction alerts as needed, via Nixle, MyTribe Highlights and Facebook posts. Photos              | Residents, tribal families, employees (opt-in) | Lon, Clark, Anne  | Immediately |
| Monthly update in K'wen and Runner, with timeline (Building Bulletin? Hardhat Happenings? Going Up?) | Tribal families, Killich residents, employees  | Clark, Anne       | April 1     |
|  |  |                   |             |

# **Subsequent Marketing Timeline**

**(Subject to change based on market research and other developments)**

## **July 2020**

- Begin making contact with selected local employers and other potential recruitment partners

## **August 2020**

- Hard-hat tours for current patients, potential recruitment partners, local media, VIPS

## **September 2020**

- Solidify relationships with recruitment partners (will contracts be needed?)
- Direct mail and workplace outreach to potential patients (as identified by recruitment partners)
- Make in-person visits to Oregon tribes, offering mail-order pharmacy

## **October 2020**

- Depending on response from Oregon tribes, consider initiating outreach to other Northwest tribes

## **November 2020**

- Negotiate mail-order pharmacy contracts with tribes

## **January 2021**

- Begin direct marketing to potential medical patients. Inviting them to make appointments
- Begin booking medical appointments

## **April 2021**

- Begin direct marketing to potential dental patients. Inviting them to make appointments
- Begin booking dental appointments

## **June 2021**

- Tribal celebration, dedication and blessing
- Soft opening for patients

## **June or July 2021**

- Public grand opening

(Note: Tribal dedication and public grand opening may be reversed or combined.)

## **Target Fourth Quarter 2021**

- Medical appointments at 50% of capacity
- Dental appointments at 50% of capacity
- Pharmacy at 80% of prescription fill capacity