

GEORGE E. WEEMS MEMORIAL HOSPITAL

GOVERNING BODY MINUTES

SPECIAL MEETING

September 5, 2007

Members Present: Gayle Dodds, Chairperson; Curt Blair, Vice Chairman; Tammi Hardy, Secretary; Paul Marxsen; Mark Friedman; Margie Solomon

Staff Present: Charles Colvert, CEO/CFO; Becky Gibson, RN, Admin. Asst.

Gayle Dodds called the meeting to order at 11:10 AM.

Ms. Dodds welcomed new board member Margie Solomon to the group.

1. Sales Tax Campaign

Mr. Colvert announced that at yesterday's county commission meeting Mayor Mel Kelly requested that the first proceeds of the sales tax go toward building an urgent care facility in Carrabelle, and this was approved by the commissioners. Mr. Colvert reviewed the plans and upcoming events in promoting the sales tax. He announced that he and Mark Friedman would be speaking to the local Republican Party group. Cindy Clark with Bay Media and Pioneer's marketing people are in the process of getting out newspaper, radio and TV ads, the first of which will be coming out on the 10th. He also announced that the Alligator point group had invited the board to speak at a meeting on October 13, and he requested input from the board. Curt Blair stated that this is a critical point for the campaign and felt that the board needed to target groups who will support and vote for the sales tax and not spend a lot of time convincing those who are opposed. Margie Solomon commented that the board needs to be very specific in the ads on exactly what is going to be taxed. These specifics will be conveyed in the ads coming out on the 13th and 17th.

Mr. Colvert asked the members to identify other groups that needed to be contacted. Mr. Blair stated that north of Hwy. 98 was definitely an area with the Hcola group and Shirley White as the contacts. Also, the people who have lived here all their lives and full time residents. Contacting the fire departments in Lanark and St. George Island was also suggested. Gayle Dodds suggested contacting the St. George Island Civic Club to get on their agenda to speak. Also, to contact Susan Ficklin for her input. In Eastpoint, Ms. Dodds suggested contacting Joy Estes and Liz Sisung, and possibly getting a meeting together at the Eastpoint Fire Station. Various members will contact local churches to speak to their groups including Eastpoint Church of God, St. Patrick's and the church in

Carrabelle. Mr. Colvert stated that he is scheduled to speak at the First Baptist Church Senior Group's meeting in Apalachicola in October. Other groups to be addressed are the Rotary Club and the Philco Women's Club. Ms. Solomon stated that she would have John Solomon contact Mr. Colvert regarding the Seafood Festival.

Mr. Colvert announced that he has ordered 5,000 brochures, arranged two direct mail outs, yard signs, lapel stickers, banners to go across the highways and to be displayed at football games. County Commissioner Smokey Parrish has suggested large signs be placed in local seafood houses. Mr. Colvert also announced that the hospital now has a website, weemshospital.com, and information on the sales tax will also be there.

Mr. Colvert requested input on doing a telephone bank. Most members felt it was better to get the message out by word of mouth.

2. Other Business

Mr. Colvert announced that the provider number from Medicare for the ambulance had finally arrived and billing has started. He also stated that the new ER physician group, Southland, has been keeping more patients at Weems rather than sending them out.

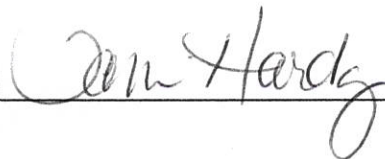
The interlocal agreement will be on the Carrabelle City Commission meeting this week.

Tammi Hardy announced that Dr. Sanaullah is no longer covering Dana Holton, PA at Bayline Medical in Carrabelle, and that the clinic will close unless Dana can obtain physician coverage.

The meeting was adjourned at 12:18 PM.

Respectfully Submitted,
Becky Gibson, RN
Administrative Assistant

Approved



Date

10/16/07