

Carter County Commission

Minutes of:

Health & Welfare Committee

August 6, 2019 6:00 PM

Members:

Chairman Dr. Robert Acuff
Vice Chairwoman Layla Ward
Mike Hill
Brad Johnson
Jerry Proffitt

Aaron Frazier
Ronnie Trivett
Randal Jenkins - absent
David Miller

I. Call to Order

The Health & Welfare Committee was called to order by Chairman Dr. Robert Acuff at 6:00 pm.

II. Approval of Agenda

A motion was made to approve the agenda by Brad Johnson second by Mike Hill. Motion to approve the agenda was unanimously approved.

III. Public Comments

None

IV. Approval of minutes

As no copy of the July minutes were available, Chairman Acuff asked to for go the approval till next month.

V. County Logo and Promotional Film – Commissioner Ross Garland

(Example attached)

Mr. Garland presented the Carter County logo and Promotional film that he and a group of colleges including, Mayor Barnett, Abby Frye, Mr. Freeman from tourism, Chris Schuettler, John Hartman, Thomas Stevens, Doug Theobald with Keep Carter County Beautiful, and Kayla Carter, worked with the advertising firm DESIGNSENSORY put together for the county. He explained the process that the group went through to get the product that he was presenting. Including, touring some of the better-known assets of the county, such as Watauga Lake, Roan Mountain State Park, and the Covered Bridge. Several of the committee members expressed concerns about the color pallet and other aspects of the design. Several suggestions were made, and Mr. Garland asked that members put the suggestions in writing and send them to him to pass on to DESIGNSENSORY, to see if changes could be made. All members agreed that the film was nice and showcased the county beautifully. David Miller asked the question "Who do you intend for this to be seen by?" Abby Frye informed the committee that it would be on letter head, web site redesign and would be replacing the seal that is displayed today. That seal will continue to be used for official documents, things that need to be notarized, and correspondence. But the new logo will be used for tourism and advertising.

VI. Consideration of Ceremonial Committee to Assure Protocol for County Events



RECEIVED
8-13-19 @ 14:35 AF

Mike Hill expressed his concern that at a recent bridge dedication people who should have been invited to the ceremony were not. Mayor Rusty Barnett should always be invited to such events. The previous mayor was invited to read the proclamation that he had written but the current mayor should have been invited along with that district's commissioners. Mr. Hill is suggesting that a committee be put into place to set up a standard to be followed for such events. Attorney Hardin informed the committee that the full commission could set up a committee to oversee this. David Miller asked why have a committee just to discuss who will be at functions, shouldn't it just be put together as a standard attendance list. Ross Garland asked if the Health & Welfare Committee could handle this. Dr. Acuff agreed that there shouldn't be a committee but there should be a set protocol. Attorney Hardin said that he would write up a protocol and bring it to the meeting next month. Mr. Hill told Attorney Hardin that he would send the outline he used previously to him for suggestions.

VII. Continued Discussion of Incentives for County Employees to Advance Healthy Life Practices

Continuing the discussion from the last few months about the use of the health screenings that is 100% paid for through the insurance program in place. Dr. Acuff reminded the committee of a few of the options that have been discussed in the past, incentives such as, a debit card, a day off, and even penalties such the possibility of holding a percentage from the HSA to pay for the increases. A discussion with financial management revealed that the preference would be the debit card over a day off. The city already has an incentive program where they give a day off to get the screenings done. A representative with the Sequoya Group is putting some information together for Dr. Acuff to distribute. Attorney Hardin suggests that a reward would be better than a penalty. Mr. Frazier asks what the possible cost will be if the participation numbers stay below 5% and what would they be if an incentive is given. Dr. Acuff informed that it would rely on the participation level and the cost of the procedures paid for under the plan. The cost for the incentive would be determined by the amount of the debit card and the number of the participants.

VIII. Health and Welfare Issues Facing our County – Updates

a. Food Accessibility for Kids and Families

Rhonda Chaffin from the Second Harvest Food Bank has been invited to come to a committee meeting to discuss what is being done in Carter County. She will be attending the upcoming meeting.

b. Opioid Epidemic

No updates at this time.

IX. New Business

None

X. Old Business

None

XI. Adjournment

A motion to adjourn was made by Mike Hill, second by Aaron Frazier. The motion was unanimously approved. The meeting was adjourned at 7:10 pm.



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TENNESSEE

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designsensory

Carter County Brand Guidelines

Primary Statement



**CARTER COUNTY
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Alternate Logos



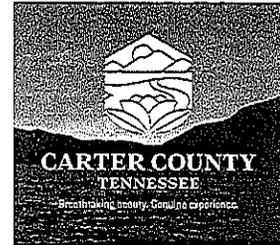
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Typography

Aa

Font: Serif, Slab, Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Font: Sans, Modern, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette

RGB: 208, 208, 208 CMYK: 0, 0, 0 PMS: 7-99 C	RGB: 128, 128, 128 CMYK: 0, 0, 0 PMS: 101 C	RGB: 85, 85, 85 CMYK: 0, 0, 0 PMS: 3-65 C	RGB: 47, 47, 47 CMYK: 0, 0, 0 PMS: 5-05 C	RGB: 24, 24, 24 CMYK: 0, 0, 0 PMS: 5-05 C	RGB: 12, 12, 12 CMYK: 0, 0, 0 PMS: 5-05 C	RGB: 0, 0, 0 CMYK: 100, 100, 100 PMS: 5-05 C

Unauthorized Uses

