



North Dakota Long Term Care Association  
Strategic Planning Meeting  
Tuesday, July 23, 2024  
2:00pm – 5:00pm

Waters Edge Room, Chase on the Lake, Walker, MN

**1. CALL TO ORDER**

Chair, Amy Kreidt, called the board and strategic meeting of the North Dakota Long Term Care Association Board to order at 2:00pm on Tuesday, July 23, 2024.

**2. ROLL CALL**

Richard Regner, Secretary/Treasurer took roll call.

**MEMBERS PRESENT:**

Stephanie Edland  
Tim Kennedy  
Kaylene Kitelinger  
Blake Kragnes  
Amy Kreidt  
Joyce Linnerud Fowler  
Jac McTaggart  
Belinda Moen  
Richard Regner  
Tonie Stoen  
Trevor Tompkins  
Kiara Tuchscherer

**OTHERS PRESENT:**

Nikki Wegner, NDLTCA President  
Peggy Krikava, Education Director  
Vanessa Raile, Emergency Preparedness  
Stacy Irely, Office Manager  
Jon Riewer, Strategic Planning Facilitator  
Reier Thompson, PAC Chair  
Kelly Cermak, Accountant

**3. ANTITRUST AND CONFLICT OF INTEREST POLICY**

Amy asked all present to read the Antitrust and Conflict of Interest Policy.  
No questions or comments regarding policy were asked.

4. **June 27, 2024 MINUTES**  
**Motion to accept the minutes by Stephanie Edland/2<sup>nd</sup> by Blake Kragness. 100% YEAS. 0 NAYS. MOTION CARRIED.**
  
5. **2024 Year to Date Financials**  
Kelly Cermak provided financials via Teams.
  - Investment Income and interest doing well.**Motion to accept the financials by Blake/2<sup>nd</sup> by Trevor Thompson. 100% YEAS. 0 NAYS. MOTION CARRIED.**
  
6. **KEEP IT LOCAL – PROPERTY TAX COALITION UPDATE**  
Dakota United informed Nikki that 71 organizations have joined.  
A survey went out and most were on board to join. Some are just uneducated as to what this means to us.  
Media (commercials, yard signs, etc) are need to help.  
In 1989 we donated \$10,000. In 2012 we donated \$5,000.  
They are estimating 1 million dollars will be needed for the efforts to pass it.  
ND Hospital Association is donating a smaller amount, but we have a larger budget.  
**Motion to support the Property Tax Coalition was made by Tonie/2<sup>nd</sup> by Kaylene. Motion passed.**  
**Motion to have NDLTCA donate \$10,000 to the Property Tax Coalition was made by Belinda/2<sup>nd</sup> by Tim with the decision to look again in September if they need more. 100% YEAS. 0 NAYS. MOTION CARRIED.**
  
7. **REVIEW PAC DONATIONS**  
We donated \$11,000 in the primaries.  
We are looking at donating larger amounts (\$1,000) and smaller amounts (\$500-\$750) to total \$  
The PAC Checkbook currently is at \$44,000, so we would still have \$ , PAC events this week should bring in another \$5-6,000.  
Belinda is going to check in with Dist. 2, Mark Enget, to see his take on things.  
**Motion to donate \$ to those as discussed was made by Trevor/2<sup>nd</sup> by Richard Regner. 100% YEAS. 0 NAYS. MOTION CARRIED. Reier will work on getting checks cut and will get to those that gave feedback to deliver them.**
  
8. **STRATEGIC PLANNING**  
Jon Riewer started the Strategic Planning Session by reviewing the Pinnacle Summary and offering some considerations during discussion:
  - Staff of 5 - keeping the strategic priorities consistent with resources
  - Regional meetings in person have been good but low attendance. Idea of inviting and doing breakouts with DONs and SWs.
  - The weekly newsletter is very helpful, so as not so many emails. Idea for members who are AHCA and NCAL committees to provide highlights in the newsletter.
  - Engaged members means getting everyone something that they can need from the association or what is it we “Can’t live without the Association because of...”

## SWOT – Strengths, Weaknesses, Opportunities, Threats

### Strengths

- Advocacy – brings us together as one unified voice
- Education – high value opportunities given for education
- Networking
- High Value
- Individual member support
- Resources
- Strong National Association – access and participation
- ND Legislative connectivity
- State Agency Relationships
- Access to Legislators – support
- External respect for NDLTCA – trusted
- Partnerships with Sponsors – support

### Weaknesses

- Leadership change – not bad, just new  
Amping up of loss of historical knowledge (state, providers, legislators, etc)
- Limited Staff & Resources – Feb 5 – need more staff
- Legislator Term Limits (education gaps)
- Information Overload
- Members running “naked” – those not having a membership
- SNF focused – name itself
- Limited Service Lines

### Opportunities

- New Membership Growth (Service line additions – Agency, Ind. QSP and HCBS – Home Community Based Services)
- New Leadership means New Relationships
- Change in State Dept. leadership
- Different & more educational opportunities
- Communication of Value to Healthcare
  - Media (Tell Our Story)
  - Social Media
  - Words Matter
  - Evolution of what we are doing and get public to see this
- Evolution of Services
- Strategic Partnerships

### Threats

- MFP/HCBS
- “Naked” Members – Bad Actors
  - Disengaged members
  - Free political benefit – getting advocacy w/o paying dues
- Regulatory
- BC Funding
- AL Licensure
- Members heavily concentrated in SNF

- Aging Workforce
- Loss of members (Closures)

#### Current Strategic Plan

##### Advocacy

- See 2017
- Resource Needs
  - Shelly contract ends at end of 2024
  - Staffing Structure
- Member Education Opportunities
  - Meet & greet with legislators?
- #1 – Funding

Discussion was had if we need to look at a one year strategic plan vs 3-5 year strategic plan. Shelly is done at the end of December – what would the cost be to renegotiate with her to stay on through the legislative session? Do we look at hiring an additional FTE staff member, who can shadow Shelly during this time of lobbying?

**Jac motioned that we come up with a Lobbyist arrangement with Shelly Peterson, and see of her interest, through the 2025 session. Stephanie 2<sup>nd</sup> the motion. This is based on salary and budget. 100% YEAS. 0 NAYS. MOTION CARRIED.**

**Blake motioned that we add an additional FTE staff member to include lobbying. Jac 2<sup>nd</sup> this motion. Discussion was had to look if the budget can support this, what would the salary be, what is the position(Lobbying/Marketing)? The motion will be tabled until the next meeting in September to explore this option.**

#### Priority Areas of Strategic Plan

##### Education

- Departmental Opportunities – disciplined focus
  - To add value to each specific facility – NF, AL, BC
- Boot Camp for new administrators – include partners
- Board Education

##### Member Value

- Clarity of Initiatives (ex. Newsletters)
- New FTE – advocacy, marketing, resources
- Highlighting facility accomplishments
- Explore service line exposures
  - Strategic relationship
- Promoting Community Connect

##### Workforce

- Promoting Member Best Practices – Association is the HUB
- Resource Identification
- Track State & Federal changes & opportunities
- Promotion of new workforce committee

- Seeking out educational partnerships

Next steps:

- Staff will summarize the discussion, draft the strategic plan, outline goals and objectives for the September Board meeting.
- Nikki will assess Shelly's interest in contracting with us for the session and will provide information around a new FTE for a lobbyist for the Sept. meeting.

Meeting adjourned at 5:15pm

Respectfully submitted,

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Richard Regner, Secretary/Treasurer