



Brian Sandoval  
*Governor*

Florence Jameson, MD  
*Chairwoman*

Bruce Gilbert  
*Executive Director*

# Silver State Health Insurance Exchange

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<https://www.nevadahealthlink.com/sshix/>

## Silver State Health Insurance Exchange (SSHIX)

### Board Meeting

### Draft Minutes

Thursday, March 10, 2016

#### **Meeting Location:**

Silver State Health Insurance Exchange  
2310 South Carson Street, Suite 3A  
Carson City, NV 89701

#### **Videoconference Location:**

Silver State Health Insurance Exchange  
150 N. Stephanie St., Suite 100  
Henderson, NV 89074

#### **Members Present**

##### **Henderson:**

Florence Jameson, MD  
E. Lavonne Lewis  
Jose Melendrez

##### **Carson City:**

Valerie Clark  
Tammy Ritter (for Richard  
Whitley, Non-Voting Ex-  
Officio)  
Cliff King (for Commissioner  
Barbara Richardson, Non-  
Voting Ex-Officio)  
Debi Reynolds (for James R.  
Wells, Non-Voting Ex-Officio)

#### **Members Absent**

Dr. Erin Grinshteyn  
Angie Wilson

#### **Staff Members Assisting**

Bruce Gilbert, SSHIX  
Athena Cox, SSHIX  
Melissa Martinez, SSHIX  
Janel Davis, SSHIX  
Heather Korbolic, SSHIX  
Dennis Belcourt, DAG

**I. Call to Order, Welcome, Roll Call, Announcements**

Chair Dr. Florence Jameson called the 1:30 p.m. meeting to order. Roll call was taken by Executive Director Bruce Gilbert; a quorum was noted. There were no announcements.

**II. Public Comment**

There was no public comment at this time.

**III. Approval of the minutes of the February 11, 2016 Board meeting**

There were no changes or corrections noted. The following action was taken:

**MOTION** To approve the minutes of the February 11, 2016 Board meeting.  
**BY:** Mr. Melendrez  
**SECOND:** Ms. Clark  
**PASS:** Unanimously

**IV. Executive Director's Report**

Mr. Gilbert presented his report. There were Board questions and comments.

**V. Marketing & Outreach Overview**

Ms. Davis presented the report. Patty Halabuk with Penna Powers presented an overview and recap of the entire campaign. Janet Quintero of Ramirez Group presented the outreach overview. There were Board questions and comments, with input by Mr. Gilbert.

**VI. Discussion and possible action regarding dates, times, and agenda items for future meetings**

There were no items. No action was taken.

**VII. Public Comment**

There was no public comment.

**VIII. Adjournment**

Dr. Jameson thanked everybody for coming and for their time and efforts. The meeting was adjourned.