

NYSDA Board of Trustees

8 October 2021 – *Final*

The NYSDA Board of Trustees met via Zoom on Friday, 8 October 2021.

The following were in attendance: Drs. Kevin Henner, President; James Galati, President Elect; Anthony Cuomo, Vice President; Craig Ratner, Immediate Past President; Frank Barnashuk, Treasurer; Mark J. Feldman, Executive Director; Maurice Edwards; Mitchell Mindlin; Steve Essig; Wayne Harrison; Margaret Madonian; Luis Mauleon; Theresa Casper-Klock; Kevin Hanley; Christopher Tota; Frank Palmaccio; Gunter Jonke, trustees, and James Wanamaker, New Dentist Liaison. Also present were: Dr. Paul Leary, ADA Trustee; Dr. Michael Breault, EDPAC Chair; Dr Chester Gary, *NYSDJ* Editor; Dr. G. Kirk Gleason, NYSDF Chair; Roy Lasky, NYSDA Lobbyist and NYSDA staff.

The Board observed a moment of silence for NYSDA members, including Dr. Robert Westcott, who have passed in the last few months.

The Board officially approved the minutes from the August 2021 meetings. Each officer provided a report of his recent activities. Of particular significance was the announcement by Dr. Feldman that he would be retiring in September 2022. Dr. Henner noted that he will entertain recommendations for inclusion on the Diversity & Inclusion Task Force that he is in the process of establishing, pursuant to House policy.

Dental Hygiene Program

Dr. Madonian reported that the Fifth District Dental Society has developed a committee that is creating a new dental hygiene curriculum at Mohawk Valley Community College. It is in the very early stages of development right now, but is progressing nicely. The New York State Dental Foundation agreed to match up to \$20k for the initiative.

ADA Related

The upcoming ADA House of Delegates meeting was discussed at length. Overall, the Second District delegation is well prepared to handle the business at hand. Staff provided an update on meetings of the caucus and on COVID protocols instituted by the ADA for the safety of all. Dr. Leary updated the Board on his plans to announce his campaign for ADA President-Elect in Las Vegas. Among the “hot button” topics being addressed at the upcoming ADA HoD will be diversity and inclusion policies and the proposed inclusion of dentistry in Medicare. A copy of Dr. Leary’s ADA Trustee report is attached.

COVID Related

With that said, Dr. Henner opened discussion on a host of COVID-related issues. While some NYSDA members advocate a mandatory vaccine policy, the trustees agreed that current infection control protocols are sufficient to protect the members and the public they treat. Staff will redistribute talking points about COVID policies. The Board discussed whether it was

appropriate to resume in-person meetings. The following policy was unanimously adopted by the Board members present at the meeting (Jacobo absent):

3-B-2021:

RESOLVED: That NYSDA impose a temporary moratorium on in-person meetings until the end of 2021, and be it further

RESOLVED: That such policy be revisited in early 2022.

It was made clear that this policy is specific only to NYSDA and does not compel component dental societies to change any of the plans for in-person meetings that they may have already contracted for.

In other COVID-related news, the Board was apprised of the recent decision by the State Education Department to extend approval of on-line MCE credits until July. The impact the pandemic has had on licensure continues to be problematic, and the Board will try to bring this issue up with Governor Kathy Hochul when she addresses the group. Finally, NYSDA continues to try to educate the SED on the reasons why dentists should be allowed under NYS law to give the COVID vaccine. Federal law does allow CLIA-waived dentists to do this, but SED disagreed with NYSDA's opinion on the matter.

Legal and Legislative

Governor Kathy Hochul addressed the Board, during which time she thanked NYSDA for its long-standing support of her and reiterated her shared commitment to facilitating the dental licensure process as well as enhancing pathways by which people can become registered dental assistants and hygienists.

NYSDA will meet soon with the NYS Health Department regarding promulgation of fluoride varnish policy.

NYSDA continues to communicate to the membership all updates pertaining to COVID-related issues, including the Hero Act.

NYSDJ Renewal of Editor's Contract

The Board discussed the renewal of NYSDJ Editor Dr. Chester Gary's contract, and voted unanimously (Jacobo absent) to adopt the following:

4-B-2021:

RESOLVED: That the contract of the NYS Dental Journal Editor, Dr. Chester J. Gary, be extended for three years, commencing January 1, 2022, and concluding December 30, 2024, this being the final term of his eight-year appointment; and be it further

RESOLVED: That Dr. Gary receive a stipend of \$38,588, to begin January 1, 2022; and be it further

RESOLVED: That in the final year of his contract, 2024, the Board of Trustees will begin a search for and hire an associate editor to work with Dr. Gary.

Treasurer's Report

NYSDA's Vanguard representative, Mr. Thomas Russo, Senior Investment Consultant, presented an overview of the firm's outlook on the securities markets as well as a summary of our recent investment results. The recent investment results of the Reserve Fund was provided and illustrate a 2021 Year-to-Date return of more than 7 percent, bringing the portfolio value to more than \$7.2 million. The return over the previous 12 months was astounding at almost 19 percent.

With regard to expected future returns, however, Vanguard's outlook is much more muted. Having just experienced such a long, sustained bull market in equities, Vanguard expects equity returns over the next decade will be much lower. This is their forecasted average returns during the coming decade by asset class:

US Equities	3.4%
International Equities	6.4%
US Fixed Income	1.1%
International Fixed Income	1.3%

Based upon this forecast, a blended stock/bond portfolio like ours could be expected to yield approximately 4% return per year. Naturally, these are just forecasts, and actual returns could be much better, or much worse, but such lower expected returns are also being forecast by many other investment managers as well.

Mr. Russo also indicated that the planned increased annual withdrawal rate of \$275,000/year should not present serious risk of depleting our portfolio.

Membership Report

The Membership Committee held an in-person meeting prior to the Board meeting, during which time its members developed several recommendations for consideration. The first involved a pilot project to enhance recruitment and renewal through the quarter-year dues campaign that runs from October through December. Key to this proposal is the ability to offer a one-time interaction for a member with a one-step approval process on the back end for constituent societies. Ms. Yeager noted that the following new features have enhanced the application process: real time on demand tripartite dues quote that allowed joiners to immediately know what their full dues amount would be at across all levels; ability to quote a dues amount to be paid that allowed for immediate processing of the member application; immediate option of a 12 month installment payment or one-time payment; ability to use a secured credit card payment feature at the time of application, and an auto renew stipulation that requires pilot joiners to accept and agree in enrollment of auto-renew processing.

The Board unanimously (Jacobo absent) adopted the following:

5-B-2021:

RESOLVED: That NYSDA participate in the ADA 15 for 12-month promotion pilot, and be it further

RESOLVED: That all NYSDA component dental societies participate in the 15 for 12-month pilot to coincide with the ADA's current promotion.

For the last few years, the American Dental Association has implemented a Special Pricing Initiative (SPI) to recruit members in target markets. The target markets for 2022 include racially and ethnically diverse dentists, women dentists, new dentists three to five years out of dental school and recently lapsed members (last three years). The Council on Membership recommends that the Board approve rate I, a 50 percent dues reduction for those eligible in the target market during January through September rate 2; prorated half year dues and rate 8; quarter year dues. Following discussion, the Board unanimously (Jacobco absent) adopted the following:

6-B-2021:

RESOLVED: That NYSDA offer a similar dues reduction to non-members to coincide with the ADA's current promotions, and be it further

RESOLVED: That the NYSDA component dental societies offer a similar dues reduction to non-members to coincide with the ADA's current promotions.

The Board discussed at length the progress NYSDA has made over the last year by working with Baker Public Relations to pitch stories to the media as well as assist with various aspects media relation efforts. Media training is an additional service that Baker public Relations offers and is something that would help NYSDA as it continues to field media interviews. All agreed that NYSDA/Baker partnership has been an excellent investment and that providing customized media training to leadership and volunteers is a win-win. Accordingly, the Board unanimously (Jacobco absent) adopted the following:

7-B-2021:

RESOLVED: That the NYSDA Board of Trustees approve using Baker Public Relations for a full day of training of up-to 4 individuals for the cost of \$2500.

NYS Dental Foundation

Dr. Gleason provided an update on Foundation activities, which include the development of a three-year development and fundraising plan which may include finally investing in a donor management platform, something that most reputable 501c3s have these days and, in fact, need in order to survive and thrive in an ever changing and turbulent environment. He thanked the trustees who supported the recent Foundations of Excellence event. Despite the fact that the brunch was very well attended, the Foundation had a net loss due to the high cost of doing business in Jersey City as well as very low sponsorship. As NYSDA continues to re-evaluate its own meetings, the Foundation should also consider the appropriateness of holding certain events or meetings in person versus virtually. The ongoing recognition of the late Dr. Mark Bauman and the introduction of the Foundation's new Smiles for Everyone program were very positively received. These will be highlighted throughout the next few weeks as we approach Giving Tuesday, which is November 30th. The Foundation is accepting applications until the end of the month for a special funding opportunity as an extension of our Give Kids a Smile Award. This is

through a small grant given to us from Henry Schein, specifically earmarked for a GKAS project. The deadline to receive applications is the 20th of this month.

The Board ratified the slate of directors NYSDF's Nominating Committee will recommend be adopted by the full Foundation Board at its upcoming annual meeting in November.

Dental Demonstration Project (DDP) Update

NYSDA has not received a contract from the state for the DDP funding from project year 6 in 2020, nor project year 7 in 2021. NYSDA continues to operate the project in anticipation of state reimbursement. The lag time is typically 6 months; we are now 17 months behind in grant funding reimbursement for the project. As a result, NYSDA will not be pursuing funding for the DDP in the next legislative session. The contract for Ms. Stephanie Allen, CDHC will conclude on March 31, 2021. There have been no in-person events this year. Ms. Bray reported that she remains confident that the work done thus far can continue in some fashion, perhaps through new grant opportunities.

Good and Welfare

The Board met in Executive Session to review the report of the Compensation Committee and the quarterly contracts update.

There being no further business to discuss, the meeting adjourned at 3:30 p.m.