

1 CITY OF COLLEGE PARK
2 MAYOR AND CITY COUNCIL
3 WORKSHOP SESSION
4 MARCH 6, 2023
5

6 MINUTES
7

8 Present: Mayor Bianca Motley Broom; Councilmen Ambrose Clay, Joe Carn, Ken Allen
9 and Roderick Gay; Interim City Manager Jackson Myers; City Attorney Winston
10 Denmark; City Clerk Shavala Ames

11 Absent: None

12 Mayor Motley Broom called the workshop session to order at 6:12 p.m.

13 **ACTION:**
14

15 **1. Presentation on Banking and Investment Services by Unity National Bank. See**
16 **attached memorandum and supporting documentation from Director of Finance**
17 **and Accounting Althea Philord-Bradley.**

18 MAYOR MOTLEY BROOM: Good evening, it is 6:12. We have a full quorum and ready for
19 our workshop session. The first item on the agenda is a presentation of banking and investment
20 services by Unity Bank. I think Mr. Chuck Lewis is also participating in this.

21 MR. WALL: Althea and I have been working with purchasing. We sent out an RFP. It went to at
22 least six banks. Unity Bank was the only one to give us a response. I'd like to turn the floor over
23 to Chuck Lewis.

24 MR. LEWIS: Thank you Ed, and thanks to the Council and Mayor for allowing us to have this
25 opportunity, so I really appreciate it. In our bid, we try to be as responsive as possible, and I
26 think that we were. We actually went back -- I think the last time I was in front of you, we were
27 offering a rate --

28 MAYOR MOTLEY BROOM: Sir, could you just get a little closer to the microphone, please.
29 Thank you.

30 MR. LEWIS: I'm sorry. Can you hear me better now?

31 MAYOR MOTLEY BROOM: Yes, sir.

32 MR. LEWIS: I think the last time I was here, we had quoted a rate of 3 percent on the money
33 market account.

34 MR. WALL: No, it was 3.25.

35 MR. LEWIS: No, no. We increased it to 3.25. We increased it to 3.25 during the bidding process
36 to make sure we were just as competitive as any other financial institution. We started out that
37 money market -- our normal money market rate for that account is 1.7 percent, so we went far
38 over and beyond to try to earn your business. And I believe I know how to work this. I guess I
39 just push a button, right?

40 MS. AMES: Push the arrow to the right.

41 MR. LEWIS: Okay. Unity National Bank is a certified minority owned institution by the Federal
42 Deposit Insurance Corporation. We also hold certifications. The bank is based out of Texas. We
43 also hold certifications in Texas and the city of Houston. The bank was originally chartered in
44 1963 and later converted into a national bank in 1985. It is the only African American owned
45 nationally chartered financial institution in the United States. Our primary focus is commercial
46 loans, but we continue to offer loans for retail customers, and other products for retail customers
47 such as bank accounts. Our bank has been greatly strengthened by alliances and entities that
48 we've entered into such as the National Bankers Association. The National Bankers Association
49 is the association for the nation's minority owned banks. I sat on the board of the National
50 Bankers Association for an excess of 15 years. We're also members of the Texas Bankers
51 Association, the Independent Bankers Association, and the Georgia Bankers Association.

52 We have alliances with Chase Bank, CitiBank, Amegy Bank, Cadence Bank, Wells Fargo, and
53 Bank of America, and that's just to name a few. And all of those banks I just mentioned are also
54 co investors with Unity National Bank, and they provide technical assistance when we need it.
55 The Georgia division: The Georgia division began operating on March 15, 2018. It's located
56 downtown next door to the Fulton County courthouse. We received 5 million dollars from Fulton
57 County government. We also hosted the Vice President of the United States Mike Pence. All this
58 happened before I got there, but all of these things are accredited to Unity National Bank. One of
59 the things that we talked about was being able to offer to the citizens and employees the platinum
60 money market account, which is what we're offering. The minimum balance for the account is a
61 hundred thousand dollars. A minimum balance to avoid any low balance charges is a hundred
62 thousand. So as long as a hundred thousand is maintained in the account, then there are no low
63 balance charges. Interest is paid monthly. And there's six transactions per month free in this
64 money market account. And, of course, it's available online through online banking. We offer
65 Allpoint ATM machines free. They're 55,000 conveniently located ATMs. You can find them
66 pretty much everywhere. And you can find them with the Allpoint ATM logo, as well as there's
67 an Allpoint app that you can use. We also have alliances with Chase and Bank of -- excuse me --
68 Wells Fargo, where people can go to those banks as well and use the ATM for free.

69 And, finally, we offer workshops. The scenes that you see here are down the street in East Point,
70 Georgia. These workshops arose out of the need, and seeing the need, for financial literacy
71 among businesses. I received 86 -- I think I mentioned this at the council meeting but I received
72 86 applications through our association with Chase Bank. And we couldn't approve any of them.

73 And the primary reason we couldn't approve them because the citizens weren't able to complete
74 the paperwork properly. So this is a free seminar that we offer. We go over all points of how to
75 apply for business credit. We even have other resources available such as CPA firms and other
76 associates that can help and assist these entrepreneurs in qualifying for credit.

77 So you have in our opinion, you have to feed your flock in order for it to grow prosperously. And
78 so, we believe in that. I believe in that strongly. And so, we offer the Getting Approved
79 Workshop which we'll be glad to do here in the City of College Park. Are there any questions?

80 MAYOR MOTLEY BROOM: Thank you, sir. We'll start with Councilman Clay.

81 COUNCILMAN CLAY: Well, good evening, again.

82 MR. LEWIS: Good evening.

83 COUNCILMAN CLAY: I want to talk about your Allpoint slide, for one thing. You -- say at
84 one point, you said that you have money market accounts, on a previous slide, so how many
85 customers in the Metro area do you have that have money market accounts?

86 MR. LEWIS: I wasn't prepared to answer that; I'm not sure. I don't know.

87 COUNCILMAN CLAY: I mean, do you have one? I mean, do you have any feeling at all for it?
88 I mean, I don't need an exact number.

89 MR. LEWIS: We probably have money market accounts, we probably have, I don't know, 4 or 5
90 million, I would think.

91 COUNCILMAN: 4 or 5?

92 MR. LEWIS: Million, in money market accounts. And those money market accounts are for
93 smaller -- they're not, you know, they're not 5 million dollars. They're hundred thousand dollars,
94 \$200,000. So we have at least 4 or 5 million, I would think.

95 COUNCILMAN CLAY: Okay. So my next question would be, what do they use the ATMs
96 for?

97 MR. LEWIS: What the customers use the ATM for?

98 COUNCILMAN CLAY: Uh huh.

99 MR. LEWIS: The ATM -- that slide is not associated with the money market account.

100 COUNCILMAN CLAY: That's not what? Can you talk into the mic, please?

101 MR. LEWIS: Okay. That account is not associated with money market account. We don't offer
102 ATM cards on money market accounts. That's just for what we can offer the community.

103 COUNCILMAN CLAY: Okay. So are you offering that now?

104 MR. LEWIS: Yeah, we're offering it now.

105 COUNCILMAN CLAY: Okay. And you have a number of people that are using it?

106 MR. LEWIS: Well, all of our deposit customers, I'm sure they're taking advantage of it.

107 COUNCILMAN CLAY: Okay. So I looked up this Allpoint ATM, the nearest ones, one is in
108 Fairburn, and the other is in Druid Hills.

109 MR. LEWIS: There's one down the street. I know at they're in all CVS's.

110 COUNCILMAN CLAY: It's not on web.

111 MR. LEWIS: Okay. Well, I'm not sure about that. I haven't downloaded the ATM locator. But I
112 know for a fact, because we sent some employees out to test it. And one was right down the
113 street in East Point. They're everywhere. It's been in all of the CVS's. You can go to any CVS,
114 and there's an Allpoint machine.

115 COUNCILMAN CLAY: There are a number of them in Georgia, but I can only find on the web
116 two that were close. The closest ones were at 11 and 10 miles. Let's put it this way, if we go
117 ahead and enlist you, and approve this tonight, would you be willing to make sure that there is an
118 ATM that can be used by our citizens within, let's say, this 3 or 4 mile area. It doesn't have to be
119 in College Park. I mean, if there is one over in East Point -- but would you -- say, if we find that
120 there aren't any, or the one in East Point isn't applicable, would you be willing to put in an ATM
121 here?

122 MR. LEWIS: That's a good question. I'm actually considering moving our headquarters here. It's
123 either between here and East Point. So, yeah, if we move our headquarters, we will have an
124 ATM here.

125 COUNCILMAN CLAY: Well, but even if you don't move your headquarters, would you be
126 willing to put in -- I don't want our employees, or citizens, to have to drive 10 or 11 miles to an
127 ATM.

128 MR. LEWIS: Yeah. Well, I do this, I can't guarantee you that, because I have to talk to others,
129 but I don't think there would be much resistance to that, especially, if you guys will bank with us.
130 I doubt if there'll be any resistance. And I'm kind of eager to put in some new ATM technology
131 too. So this will be a good place to do it.

132 COUNCILMAN CLAY: Well, this is -- we worry a lot about our citizens.

133 MR. LEWIS: Sure.

134 COUNCILMAN CLAY: And I want them to have -- if we're going to have you involved and
135 you're going to be working, presumably, a lot with the minority community, I would like to be
136 able to have people walk up to an ATM, even if they maybe don't have a car.

137 MR. LEWIS: Sure. I understand that. And this is a walking community, because I walked over
138 here. And so, that is a very good point, and I will address it. And I'll address the Allpoint ATM's,
139 and I'll issue a written statement about that.

140 COUNCILMAN CLAY: Okay. All right. That's all I had.

141 MAYOR MOTLEY BROOM: And just a point of clarification, we're not -- this is only up for a
142 presentation this evening. It's not on the agenda for voting.

143 COUNCILMAN CLAY: But it will be.

144 MAYOR MOTLEY BROOM: But not tonight.

145 COUNCILMAN CLAY: Okay.

146 MAYOR MOTLEY BROOM: Right. Okay. I just I knew you had said --

147 COUNCILMAN CLAY: But the time it comes up --

148 MAYOR MOTLEY BROOM: Yes.

149 COUNCILMAN CLAY: It'd be nice to know whether we either have one or we're going to get
150 one.

151 MAYOR MOTLEY BROOM: Understood. You said if we were going to do -- if we were gonna
152 approve this tonight, and so, I just wanted

153 COUNCILMAN CLAY: Oh, did I say tonight? Okay.

154 MAYOR MOTLEY BROOM: Yes; that's all.

155 COUNCILMAN CLAY: Sorry.

156 MAYOR MOTLEY BROOM: No worries. Councilman Carn?

157 MR. LEWIS: Let me ask one question: Do you have an ideal location where you would like to
158 see one?

159 MAYOR MOTLEY BROOM: I think that's --

160 COUNCILMAN CARN: Well, we'd have to talk around --

161 MAYOR MOTLEY BROOM: Yeah, let's have that conversation a little bit later. We'll go to
162 Councilman Carn's questions.

163 MR. LEWIS: Okay.

164 COUNCILMAN CARN: I will say we'd like to have one, definitely, and I think we can find a
165 great spot. The first question, I guess, City Manager, why isn't this up for approval this evening?
166 Because we delayed it before when nobody responded, and to put it off until now?

167 MR. WALL: So we're still going back and forth with Mr. Lewis on collateral. And so, we're not
168 quite ready to pull the trigger. His comptroller and CFO has been working with Althea and me
169 for the last week or so, and so we're just not quite ready to pull the trigger.

170 COUNCILMAN CARN: Okay. I'm somewhat familiar with Allpoint. I'm more familiar with
171 Presto. I know you've heard of that one, which is somewhat nearby. The closest one is 5 miles up
172 the road, but that's neither here nor there. But you said that the Chase Bank and Wells Fargo
173 Bank ATMs are useable with your bank with no service whatsoever to residents; right?

174 MR. LEWIS: That's correct.

175 COUNCILMAN CARN: Well, I know that there are two Chases within 3 miles of here. The one
176 at Headland at the Kroger there and the other Chase over at the Camp Creek Marketplace. Wells
177 Fargo, we have one at the edge of the city at Old Bill Cook Road and Old National there.

178 MR. MYERS: Sir, there's one in East Point.

179 COUNCILMAN CARN: And there's one, yeah, there's a Wells Fargo in East Point too. So all of
180 those are within 3 miles, those four. We want something nearby that residents could use readily,
181 just like we have Truist up the street. And if you build a branch here, that would -- I mean, a
182 headquarters here, that'd be even better. I think that'd be a great idea. You know, I was on board
183 with this, this time, you know, in January of last year, in terms of committing. You know, my
184 commitment goal was a goal of 25 percent in an African American owned bank. I hope we can
185 get as close to that as possible. I think that it's something long overdue. And I definitely want to
186 see it happen. And I think it'd be a plus for the community so, obviously, I'm for this. So let's
187 finish working out the collateralization and see what we can come up with.

188 MAYOR MOTLEY BROOM: Councilman Allen?

189 COUNCILMAN ALLEN: Okay. First of all, thank you very much for being here. We love
190 having you. You just bring a lot to the city. I just have a couple of questions and, I guess, my
191 main concern and I think Mr. Wall hit on it a little bit. I'm concerned with collateral, to make
192 sure we have the collateral, you know. If we were to put 4 or 5, 10, whatever million, you know,
193 in your bank, what would you -- how would you collateralize that? How are you planning on
194 doing that, I guess?

195 MR. LEWIS: Well, I think what Ed and Althea would like to see from us is, identifying specific
196 securities. Typically, that's not done until the deposit is made. And under Georgia law, you have
197 so many days in order to collateralize it. So that's kind of an unusual request for us, anyway. I've
198 been in banking for -- this is my 40th year, and I don't have ever recall being asked that question.
199 But we're perfectly willing to comply. So we will -- as I mentioned to the Council and the
200 Mayor before, we have 40 million dollars in available treasurable security assets to pledge
201 against it. So identifying 5.2, 5.3 million dollars is what we're talking about now, which specific
202 securities are going to be pledged. And, again, that's typically not done until we actually have the
203 money. But we would be glad to do that.

204 COUNCILMAN ALLEN: I just like to see we're covered, you know. FDIC will do 250,000.

205 MR. LEWIS: Georgia law requires us to do it. So it's not a thing. And we're an extension banks
206 are an extension of the federal government. And so, we cannot -- against the best interest of the

207 State or the federal government. So if we have a requirement to pledge assets, we're going to do
208 that.

209 COUNCILMAN ALLEN: The second thing is, are there any other cities around that invested
210 money in Unity?

211 MR. LEWIS: Well, I mentioned cities.

212 COUNCILMAN ALLEN: Cities, counties, so government.

213 MR. LEWIS: I mentioned, I think in the last meeting, Fulton County. And we had money from
214 city of Atlanta -- I found out last week, our business registration lapsed, so I'm in the process of
215 recertifying the vendor registration so that we can go back into the city of Atlanta.

216 COUNCILMAN ALLEN: Okay. Those are the only two questions I had. I just worry that we
217 have it collateralized, though. Thank you very much.

218 MAYOR MOTLEY BROOM: Councilman Gay?

219 COUNCILMAN GAY: Thank you, Mr. Lewis, for joining us this evening. Let me stay on the
220 question of collateral for a second. You said that, typically, you wait until you get a deposit and
221 then you identify what securities that you want to collateralize the money with. So what is this
222 deal about being part of a banking pool to have that collateralization already available?

223 MR. LEWIS: We're not a part of that banking pool. I have shared that information with our CFO.
224 That's the collateral pool that you're talking about through the Georgia Bankers Association. And
225 so, we do plan to join at some point. We're just not there tonight.

226 COUNCILMAN GAY: So you feel that the alternative would be to just identify what securities
227 against your 40 million dollars that you'll collateralize whatever deposit we'll give y'all?

228 MR. LEWIS: Correct. That's kind of the old fashion way of doing it but, yeah.

229 COUNCILMAN GAY: Well, how long do you think this is going to take? Is there a date certain
230 on all of this?

231 MR. WALL: It's negotiations between his comptroller and us, and I know she's working on it.

232 COUNCILMAN GAY: But what do you think? You're the bank president. Could it be done in
233 a reasonable period of time? An hour? Tomorrow? A month?

234 MR. LEWIS: Yeah, it should be -- I'll find out what's taking so long tomorrow.

235 COUNCILMAN GAY: Sure.

236 MR. LEWIS: It really shouldn't have taken this long. But I don't know; I wasn't part of that
237 negotiation.

238 COUNCILMAN GAY: My question next is that I sponsored this legislation a year ago, and
239 didn't get any traction until we got a new council. But my question is that my statement is that
240 the spirit in sponsoring it was not just merely to put money in a woman or minority bank.

241 The spirit of sponsoring it was to see how our community can have more access to capital, be it
242 loans. I mean, for the record, Truist and those other institutions are extremely conservative. So
243 that being said, could our deposit be used as a negotiation tool for Truist to just give y'all a grant,
244 a CDFI grant, for the same amount of money?

245 Because I learned that they've invested over almost a billion dollars in grants for CDFI, in the
246 CDFI community development financial institution. Are y'all one now already? Do you have a
247 CDFI?

248 MR. LEWIS: We're not a CDFI. We've applied for CDFI status, but we're not a CDFI. But I
249 have talked to Truist about collaboration with us. And we've had at least one meeting about that,
250 and that's going very well, so I think that will happen.

251 Now, whether or not we get a grant, a CDFI grant, or not, I don't know. But I know there will be
252 definite cooperation between us and Truist.

253 COUNCILMAN GAY: Would you be open to not getting our deposit if they would be willing
254 to keep whatever amount in exchange for a grant, a CDFI grant?

255 MR. LEWIS: Well, I worked pretty hard to get this deposit.

256 COUNCILMAN GAY: I just asked the question.

257 MR. LEWIS: I'd like to have both.

258 COUNCILMAN GAY: My other question is, would our deposit better y'all chances of getting
259 around a new markets tax credits?

260 MR. LEWIS: Well, we've applied for new markets tax credit grants -- excuse me -- tax
261 allocations as a partner with CitiBank. CitiBank helped us complete the new markets tax credit
262 application. We didn't get an allocation last year. We're hopeful we'll get an allocation this year.
263 But I have identified community partners that have unallocated new markets tax credit dollars.
264 And I don't actually have projects to put them in. So that's still a possibility that we can, because
265 of our influence bring about some new markets tax credits. And we can look at projects here in
266 the City of College Park. I know that I had -- I hadn't met with -- I know there was an attempt to
267 build a recreation center here some years ago. And I think Bill Davis, who I do know, was
268 spearheading that project and it never went anywhere. But there are projects that the City is
269 planning, then certainly new markets tax and a new markets tax can fit it then, certainly, we
270 will definitely be open to that. I have identified new markets tax credit dollars.

271 COUNCILMAN GAY: Okay. That's all I have.

272 MAYOR MOTLEY BROOM: I had a couple of questions. Can you talk a little bit more about
273 the investment that Fulton County made? Are they still banking with Unity?

274 MR. LEWIS: To my knowledge, they are. Althea mentioned to me just prior to this meeting
275 that they pulled the money, but I haven't heard that. I think the board of directors would have
276 told me about that. I did hear about city of Atlanta. I heard loud and clear about that. And so,
277 we're addressing that one. I don't think, as of right now, I don't know about Fulton County.

278 MAYOR MOTLEY BROOM: Can you talk a little bit about what the deposit from Fulton
279 County has meant for Fulton County residents in terms of

280 MR. LEWIS: Yeah, we responded to that --

281 MAYOR MOTLEY BROOM: Hold on. I wasn't --

282 MR. LEWIS: Sure. We responded to that --

283 MAYOR MOTLEY BROOM: No, wait. I wasn't finished with the question. In terms of access
284 to various banking products, can you give us any information about customers, within Fulton
285 County, who have gained access to products as a result of their investment?

286 MR. LEWIS: Yeah, I can say this, that we have lent far more money in Fulton County than 5
287 million dollars. And we responded to an open records request from a television station. And we
288 responded that, I believe at the time that we responded, that we had, in Fulton County, we had
289 made 6. 2 million -- 6.25 million dollars in loans in Fulton County, since the time that we
290 received that deposit.

291 MAYOR MOTLEY BROOM: So over what period of time?

292 MR. LEWIS: That was the summer of '21, so about not quite two years, a year and three
293 quarters. I believe that deposit was made in June of '21.

294 MAYOR MOTLEY BROOM: All right. Thank you so much. Appreciate your time.

295 COUNCILMAN ALLEN: Thank you very much.

296 MR. LEWIS: Thank you all.

297 COUNCILMAN CLAY: Thank you.

298 **2. Presentation on the Metro-Atlanta Cities Wellbeing Initiative by Melat Mekonnen,**
299 **Health Promotion with the University of Georgia. See attached memorandum and**
300 **supporting documentation from Director of Recreation and Cultural Arts Michelle**
301 **Johnson.**

302 MAYOR MOTLEY BROOM: Next item on the agenda is a presentation on the Metro Atlanta
303 Cities Wellbeing Initiative. Good evening, Ms. Johnson.

304 MS. JOHNSON: Good evening, Mayor and Council. I wanted to come before you today. I've
305 got Melat Mekonnen that's going to come from the Metro Atlanta Cities Wellbeing Initiative.
306 She's going to give us a slide show on something that we're working on for the city for the next
307 couple well, through October, I think, so it's an eight month project that we're working on. So I
308 turn it over to her. But I've got Angela Rambo and Jonathan Betts that also, along with myself,
309 are working on this project.

310 MS. MEKONNEN: Hello everybody. My name is Melat Mekonnen, and I'm currently the
311 health equity fellow for the City of College Park for this year.

312 MAYOR MOTLEY BROOM: Could you please speak up?

313 MS. MEKONNEN: And today, I'm going to give you all a presentation about College Park's
314 Wellbeing Initiative Program. The agenda for this presentation is first an overview about the
315 Wellbeing Initiative. Second, I'm going to go over the main options discussed for this Initiative.
316 Third, I'm going to go over data for healthcare access. Fourth, I'm going to go over data that I
317 found about the city for food scarcity. And, lastly, I'm going to go over potential obstacles and
318 next steps for this Initiative, as well. So quick overview about the Wellbeing Initiative. It was
319 made with the partnership of GMA and the University of Georgia. And it utilizes Wellbeing
320 metrics to address issues with health equity within the assigned Georgia communities and cities.

321 MAYOR MOTLEY BROOM: Could you please keep your voice up? Thank you.

322 MS. MEKONNEN: Sorry. So the health equity fellowship is where UGA students and city
323 stewardesses come together to address issues of health equity within their assigned community.
324 So over the last couple of months, I've met with the city stewardess and three main options have
325 come up to discuss directions for the Initiative. So the first option was essential services for
326 residents living in south side College Park. So these essential services would be grocery stores or
327 pharmacy stores, or hospitals. And it's focused on Southside College Park, and about 70 percent
328 of that population utilize public transportation. The second option discussed was the impact of
329 the trauma level hospital closing in East Point. And that option will be discussed later on in the
330 presentation. And the third option discussed was the general wellbeing needs assessment and
331 measuring citizens access to essential services. And the essential services are the same as the first
332 option above. So in order to develop an efficient Initiative, secondary data research has to be
333 done to understand each one. So instead of doing secondary data research on each option, we
334 have decided to do research on two common themes that are present throughout all three of the
335 options.

336 The first common theme is understanding healthcare access. And the second common theme is
337 understanding food scarcity. So for healthcare access, I quickly looked at what type of healthcare
338 services are already available for residents in College Park and this data is from HRSA. So the
339 main things I want to note was that there is one veteran healthcare facility, three hospitals present
340 in College Park that is CMS, and one hospice center that was also CMS. The next thing I want to
341 go over was the primary care professional shortage areas. So HRSA is the one that gets to decide

342 which city or community is a professional shortage area by the population provided ratio. So in
343 order for a city to be designated as one, the population to provide a ratio has to be at least 3,500
344 to one provider. The next thing I want to go over is the mental health professional shortage areas.
345 It's similar to the last slide with the population provider ratio, but it's more focused on therapy
346 groups, support groups, and psychotherapy that the residents can utilize instead of primary care
347 services. I then want to go over FQHCs which are federally qualified health centers. So the line
348 graph is from HRSA and it's showing you uninsured people that are present in College Park. But
349 the main thing I wanted to go over was the percentage of the population that utilizes Medicare
350 and Medicaid. It's about 31.1 percent utilize Medicaid and about 6.37 percent utilize Medicare.

351 COUNCILMAN CARN: Can you say that again? I'm having trouble. I can barely hear you
352 talking, but give me those percentages again.

353 MS. MEKONNEN: So about 31.1 percent of the population utilizes Medicare Medicaid, and
354 about 6.37 percent of the population utilizes Medicare.

355 COUNCILMAN CARN: This is College Park?

356 MS. MEKONNEN: Yes. And this is from 2019 to 2020. So next, I looked at current health
357 centers that are present in College Park. So I was only able to find one FQHC. And FQHCs are
358 outpatient clinics that accept Medicare and Medicaid services. So I was only able to find one and
359 this was the Family Health Center of Georgia and it's more toward the center of the city. So
360 going back to the option discussed, if a resident is living in south side College Park and do not
361 have their own personal vehicle transportation, then they might run into some issues trying to
362 access this one FQHC, since it's more towards the center of the city. The next thing I want to go
363 over is the red 'X' I put on East Point. So that is supposed to represent the hospital that was
364 closed down, or converted, last year. And that was Southside Medical Center at Wellstar Atlanta
365 Medical, as well. And over the conversations that I've had with the stewards over the last couple
366 of months, ambulance times have been around 30 minutes, since the trauma cases can't go to this
367 hospital anymore.

368 So next I'm going to go into food access for the city. So the first thing I looked at was access to
369 supermarkets that the residents have. So the majority of the city is in green or orange. And the
370 green area signify a significant number of residents are either one mile or 10 miles away from
371 the nearest supermarket. And the orange areas are similar to the green areas. But instead of it
372 being one mile, it's a half a mile away from the nearest supermarket. So this is just showing you
373 the distance that people have to food access within the city. The next slide is taking into account
374 vehicle transportation that people have. So the yellow areas are showing you that more than a
375 hundred housing units do not have a vehicle, and they're also half a mile away from the nearest
376 supermarket, as well. So going back to the options discussed, if someone doesn't have their own
377 personal transportation, then they might run into some issues trying to access these certain
378 resources.

379 Next, I quickly want to go over the food insecurity rates. So food insecurity means lack of
380 access to enough food for an active and healthy life. So, unfortunately, this rate isn't in a city
381 specific rate. It is a county rate. So I utilized Fulton County, which was about 11.3 percent. But I
382 thought it was notable to include, since food insecurity is closely linked to other indicators like
383 poverty and unemployment, as well. So next, I quickly wanted to go over the food environment
384 for College Park. So this data is from healthyfoodaccess.org, and when they collected the data,
385 they found that there was only one full service supermarket, one farmer's market, and 27 retailers
386 accepting SNAP. And they also designated College Park as an LSA, which is a limited
387 supermarket area in 2018. So building off of the food environment, if the residents are not having
388 necessary access to food and services, then they might not be getting the necessary nutrition that
389 they need. So this map is just showing you the majority of adults in College Park that are not
390 getting the necessary nutrition, because they're eating one serving of fruits and vegetables per
391 day. And according to the NHS, a healthy adult is supposed to be eating five servings of fruits
392 and vegetables a day.

393 So this is just showing you that College Park residents are not getting the necessary nutrition that
394 they need. Next, I quickly want to go over obesity rates within College Park. Since residents
395 might not be getting necessary access they need to food, they might be utilizing other resources
396 like gas stations or convenient stores or fast foods stores as well, and that might lead to obesity.
397 So this map is just showing you about 33.56 percent or greater of the population within College
398 Park has a BMI of 30 or greater, and that was in 2013. And this is the last date of driven slide.
399 So this is just the community wellbeing index. And this is one wellbeing metric that we use for
400 the Wellbeing Initiative. And it's facilitated by the Sharecare community. And it's not a city
401 specific index. It is a countywide index. But for Fulton County, it was 72. So if the Initiative
402 was to go more towards the healthcare access, that advantage would be that it's relatively recent,
403 with the hospital being converted last year, and it can have a major impact on the residents.
404 However, some of the potential obstacles could be that the Initiative would take more of a
405 political or law route. And I'm not saying that's inherently bad; however, the health equity
406 fellowship deliverable needs to be completed by April 19th. So that leaves about a month and
407 two weeks. So if the Initiative was going to go more towards healthcare access, then it might not
408 be as encompassing as it should be, due to the time crunch of the fellowship. If the health equity
409 fellowship was supposed to -- or the Initiative was supposed to go more towards food access, the
410 advantage would be that it could have a major impact on some of the residents. But one of the
411 potential obstacles is that the data is a little bit out of date by 7 to 10 years. One of the data
412 slides was from 2013, and another one was from 2016. So the Initiative wouldn't exactly mirror
413 College Park as it should because the data is out of date.

414 So next steps, what we have just done is present a lot of information and data about College Park
415 on both directions that the Initiative can go in. And what we're mainly looking for is options for
416 both of the options discussed and just feedback from the City on which option would the
417 residents of the City benefit from the most. I'm going to open the floor for questions. And I've
418 also listed my contact info and two of my mentors' contact info to the right.

419 MAYOR MOTLEY BROOM: Thank you so much. We'll start with Councilman Clay.

420 COUNCILMAN CLAY: Thank you for coming. We are somewhat familiar with the ARCHI
421 program. The questions I have -- McClarin High School, are you familiar with McClarin?

422 MS. MEKONNEN: No, I apologize.

423 COUNCILMAN CLAY: It's a Fulton County school that's right over here, Second Chance
424 School; some people call it that. It's an opportunity for students to come back who have not
425 completed their degree. And that is being totally remodeled. And Fulton County is intending to
426 have a program there, a two-year college program, precollege program, if you want to call it.
427 And students there will be able to attend high school, but also be in a dual program where they
428 can acquire credits toward maybe a degree as an assistant to a dentist, or assistant to a doctor,
429 and what have you. At what time, Fulton County Schools there had an opportunity for students
430 to be trained as sort of community helpers. I don't remember the proper term for it. But they
431 could go and take blood pressure, temperature, maybe give some simple advice on things,
432 whether you might want to go to the doctor or not for that, et cetera, et cetera. And I wondering
433 if we can somehow tie together what is happening at McClarin with, I think it's Atlanta
434 Technical College; am I right?

435 MAYOR MOTLEY BROOM: Yes.

436 COUNCILMAN CLAY: And I'm wondering if we can tie together what's happening -- that's
437 going to happen at McClarin when they start school back. It's either this Fall or next Fall.

438 MAYOR MOTLEY BROOM: It's next Fall.

439 COUNCILMAN CLAY: Next Fall. And when that happens, can this program be tied into that,
440 because they do have medical assistant as one of their training areas, let's call it that; I don't
441 know. I wouldn't call it exactly a degree. I'm not sure if they call it a degree or not.

442 Is that something that would be feasible, that makes sense?

443 MS. MEKONNEN: So I'm only present in the health equity fellowship program. And I just got
444 in this year, so I'm not really familiar with the whole Wellbeing Initiative as a whole with GMA.
445 So I'm going to pass the mic onto Rebecca because she knows a lot more about it than me.

446 MICHELLE: So Councilman Clay, this is an Initiative for the health and wellbeing that we're
447 stewards for, three of the employees for the City of College Park. So we're looking for direct
448 information to bring back to the City for y'all for whether we use it for development, if we're
449 looking at grocery stores, you know, the health we're lacking with a hospital, you know, local
450 and medical doctors. So we want to bring back the data for y'all for the City to present. And
451 these were the two Initiatives that we were looking at. Now, we can certainly look at something
452 different outside of this health initiative for

453 COUNCILMAN CLAY: But that would be a health initiative.

454 MICHELLE: Okay. So maybe you can explain.

455 COUNCILMAN CLAY: Maybe I'm misunderstanding this. But if the intent is to talk about
456 healthcare access, for example, if we have a training program like they had at McClarin, that
457 students could be trained, and if we have an opportunity to acquire a two year degree training as
458 a medical assistant, wouldn't that be relevant to this?

459 MICHELLE: I guess it would be, but that's going to be kicked down, you know McClarin is
460 not opening until 2024, Fall of 2024; if I'm correct?

461 MAYOR MOTLEY BROOM: That's correct. Fall of --

462 MICHELLE: This Initiative is going to be done in the next month or so. So we wanted to be able
463 to get the data based on what we were lacking in the City, to present to the City for making
464 decisions on what we might do development wise to help our citizens with the health and
465 wellness. You're correct, though, but we need something we need to do within the next --

466 COUNCILMAN CLAY: You're saying this is a viable thing, but timing is not right?

467 MICHELLE: Correct. I agree with you. Training young kids to step in there for future -- our
468 future healthcare would be.

469 COUNCILMAN CLAY: If you're collecting statistics, we have an urban farm. We have Ignite
470 which is tying resources to people who need them. We have the parent of Ignite, Adullam, and
471 other non-profits that are actually bringing money into the city. So does that information factor
472 into this?

473 MICHELLE: That's what we're doing. We're presenting to you today our two options that we
474 looked at as employees that we saw healthcare that we were lacking and then food equity; that
475 scenario. And we felt that the healthcare, same thing within the timing frame that we're looking
476 for that's going to involve laws to change, things to change for us to be able to build a hospital
477 down the road. So we looked at food. At least if we can if we're going to look for
478 development, that maybe we'll put a drug store somewhere closer by those areas or that data that
479 we bring back to you. That's the goal, to collect that information that you're talking about.

480 COUNCILMAN CLAY: I guess -- of course, you have a good source of data because I know
481 Ignite has arranged a lot of events that have brought food in, especially during COVID. But in
482 the healthcare area, I mean, I spend a -- I'm fairly frequently at the Housing Authority, for
483 example, and I think that the healthcare there is one that can be improved.

484 MICHELLE: We're looking at access, how can we make for future --

485 COUNCILMAN CLAY: Exactly.

486 MICHELLE: The future as a city, what are we looking for to make our community better and
487 easier, whether it's walkable, or transportation to, those types of accesses. And as we look for

488 the future for the city for development, what are we looking to make people want to move to the
489 city, or those that are here, make sure they're being able to get to health access.

490 COUNCILMAN CLAY: I think one of the biggest things we can do for healthcare is to
491 encourage a hospital in Six West, a trauma center.

492 MICHELLE: That's outside of our range for the date.

493 COUNCILMAN CLAY: That's probably beyond your scope.

494 MICHELLE: Yes.

495 COUNCILMAN CLAY: Okay. That's all I had.

496 MAYOR MOTLEY BROOM: Thank you, sir. Councilman Carn?

497 COUNCILMAN CARN: I guess Michelle, you mentioned, has two employees that are looking
498 into this. Who's on the team?

499 MICHELLE: I'm sorry, I did mention that at the beginning. We've got Angela Rambeau and
500 Jonathan Betts and myself, we were appointed for this healthy initiative. And there's, I think, its
501 five cities that are participating, Rebecca? Six cities that are participating, so it's a wellbeing
502 initiative across with GMA and ARCHI.

503 And then Melat with the University of Georgia, she is a student. She came from her spring break
504 to do a presentation for y'all today.

505 COUNCILMAN CARN: You all were appointed by the City Manager?

506 MICHELLE: We were directed by the Mayor.

507 COUNCILMAN CARN: You were appointed by the Mayor?

508 MICHELLE: Yes.

509 COUNCILMAN CARN: That would probably explain something here. You know, we
510 encourage Northside in a big push to include an urgent care facility in their project. And I'm
511 glad to see they were willing to do that when they came to the public meeting and talked about it.

512 We also talked about a pharmacy being in the city, a stand-alone, possibly, and that's a
513 possibility. So one of the things I want to do, in terms of the Six West project, is to look for a
514 pharmacy to come into the city. That building is looking for tenants. And they said, hey, if
515 there's a pharmacy that wants to come, they will surely gladly lease them space if there's a
516 demand for, you know, people to fill their prescriptions. One thing I would suggest, in terms of
517 pushing towards public health, the biggest public health provider that we have in the city is the
518 fire department. And I often don't consider a fire department a fire department. I consider it a
519 medical department. And here's the reason why, 80 percent of the calls for service are not fire
520 calls. 80 percent of the calls are medical calls. We have emergency EMT technicians on staff
521 and so and so forth. They know chapter and verse about the health disparities and what we're

522 dealing with. So I would recommend that the person in the department that deals with most of
523 the health issues in the city probably be on that same committee. Also, the reason being that
524 we've been working, and he's been working with Fulton County. Jackson, I sent you that email
525 this morning that Fulton County is going to be looking at doing some marketing with us for
526 health initiatives and health studies, as well. So I think that's good news and maybe we combine
527 it with this -- because talking to a few folks in Fulton County, we got them to commit to some
528 funding for College Park, specifically. And, Jackson, we're going to be meeting with them.
529 They gave -- I think they had some dates they wanted to talk about what we were looking to do.
530 So I think all of this should tie in together. We want to be marketing towards public health
531 initiatives of all kinds across the board.

532 The food deserts, that's a big issue that we have. We've got a lot of convenient stores and Dollar
533 Generals and those types of stores in lieu of grocery stores. There was one grocery store that
534 closed in one of our districts in Ward 4 that was pretty heavily utilized by Ward 4 and Ward 2
535 residents, in particular. That store closed in 2011. And last year, I asked the Chief to take a look
536 at some of the data in terms of the calls in and around the grocery store that we used to have, and
537 what has changed since. Because you always ask yourself the question, you say, you know,
538 health outcomes are depending on what's in your environment, as well. Diet and exercise,
539 obviously, a big factor of it. But diet, a lot of the times, is contingent upon what diet is available
540 in the community. So to make a long story short, our grocery store, one of our two only grocery
541 stores closed in 2011. I asked the Chief to look at the health issues and calls for health services
542 before the grocery store closed and immediately after. And it was a pretty stark difference.
543 Now, does it correlate completely with the closing of the grocery store? I don't know. But the
544 health issues went up significantly. Like I said, before 2011, the issues with, say, breathing
545 problems, chest pains, diabetic emergencies, they were one particular number. A year after the
546 grocery store closed, some of those numbers, for those calls, in the same area, went up five fold,
547 five times. And I thought that was pretty startling.

548 Now, is that all just because the grocery store closed? I mean, no one can quantify that. But I
549 think that probably had a whole lot to do what happened there. So I think this is a great thing.
550 It's needed. The first meeting that I had coming back here in January of '22, I said one of the
551 things we need to look at are health issues and health initiatives in this city. I'm glad you all
552 heard me. We have some of the worst health disparities in all of Fulton County. And I knew that
553 as commissioner that that was a big problem for us. So I'm glad to see it's happening, and I want
554 to see what else we can do. But I would recommend the fire department needs to be a part of that
555 since they're the health arbiter here in the city, as well, and they deal with the frontline health
556 issues at the end of the day. So if we're not getting any healthier, we're going to have to add on
557 more services and EMTs for them. So, obviously, it's going to save us some money the healthier
558 that we are. But health affects all departments, parks and recreation. It affects police. It affects
559 economic development too. It all makes a difference. So I'm all the way on board with this.

560 Next steps -- what are we looking at next in terms of working with you or ARCHI or whoever
561 else you have in mind for us?

562 MS. MEKONNEN: Yeah, so I can pull an example from last year's fellow. So she focused her
563 project on air pollution not air pollution, noise pollution, specifically, with the city. And as a
564 direct result that project, the neighborhood environmental survey was created for the city. So I
565 wouldn't say something similar to that project, but that whole concept of developing a short term
566 and long term action plan will be developed for the city. So depending on the direction, whether
567 it's healthcare access, or food insecurity within the city, a sort of plan in order to solve that issue
568 will be developed, and it'll be presented on April 19th.

569 COUNCILMAN CARN: Well, I think it needs to be both. We need both. We would like both.
570 We'll take a look at that noise study too, while you're at it. We got some noise around here, as
571 well. We will take any studies that you want to give us. One thing we like citywide is data. We
572 don't get enough data in here, and we're trying to extrapolate and pull some data so we can
573 actually look at what we're looking at. When I asked the Chief to pull that information, it gives
574 you a snapshot of some things with the actual numbers, you know. And those were the numbers
575 surrounding that grocery store over the years. So it's good to get -- the more information you
576 get, the more you know what's happening and what you need to do. So, yeah, I would say
577 definitely keep going. But, Michelle, I would definitely recommend that you look at
578 incorporating the fire department in it, because they've been making headway since mid-last year
579 with Fulton County on some initiatives. And it's starting to bear fruit there. So we want to talk
580 and combine our efforts; right? I'm assuming that's what we want to do. So let's work on that.
581 All right. Sounds good. Keep going, keep going, yeah.

582 MAYOR MOTLEY BROOM: Councilman Allen?

583 COUNCILMAN ALLEN: Okay. Yes, thank you very much for being here. Your presentation
584 was great. This young lady was here an hour before we opened to be here for her presentation.
585 So thank you very much for coming and presenting. Yes, wellbeing and health initiatives, as
586 people get older, we need to be more cognizant of health issues and wellness. So thank you for
587 bringing that to us and keeping the data, keep on working on it. If you do get into noise and air
588 pollution, the guy down here on the end can help you an awful lot, Councilman Clay. But thank
589 you for being here. Thank you for presenting and appreciate it very much.

590 MAYOR MOTLEY BROOM: Councilman Gay?

591 COUNCILMAN GAY: I just had a couple quick questions for some clarity. Are you all
592 providing us current data and getting our direction to get additional data?

593 MS. MEKONNEN: So the whole point that I was showing you guys all of this data is just sort of
594 a snapshot of what we would be working with if we were to develop an initiative. So in terms of
595 current data, the food insecurity data is not that current, considering it's about seven to ten years
596 out of date. But that is what we would be working with. And I think bouncing off Councilman
597 Clay talk about data, a direction for the initiative could be gathering data, which was one of the
598 options discussed earlier in the presentation. And it'll just be a general wellbeing needs
599 assessment and understanding what resources the city needs.

600 COUNCILMAN GAY: And my second comment, I know you have Mr. Jonathan there with the
601 GIS, so how your GIS -- does was it Esri you're on? How does it give them data? How will it
602 give them data?

603 MR. BETTS: Yes, very much so. It could have, you know, depending on what direction we
604 want to go with this. We could, part of the initiative with collecting data on my end with Esri
605 and, you know, our mapping software that would be any data we collect that has any locational
606 aspects to it, I could easily implement that into the software itself. Turns out, you know, any sort
607 of mapping tool that we would need whether that'd be static map, something online that people
608 can access publicly. There's a lot of different options when it comes to implementing the data
609 within the software.

610 COUNCILMAN GAY: And can our IT department -- they have certain programs that's rich in
611 data can we all tap into that department to see how Northstar or all those software apps we're on
612 can give y'all more data, as well, if you need it?

613 MR. BETTS: Yeah, sure. I can, you know -- I think that'll be great to get with IT if we could
614 translate some of that data.

615 COUNCILMAN GAY: How does all of this data, once you get from all these cities, ma'am, from
616 GMA, what's the end game with y'all on this data? What are you all going to do with all this rich
617 data?

618 MS. BASKAM: Hello, I'm Rebecca Baskam. So the point of the Initiative is to encourage
619 collaboration and also the use of data. So what the health equity fellow Melat is here to do is to
620 gather all of that data for the short term and long-term action plan. So really, it's just to
621 encourage collaboration and using that data to make a policy plan. So -- and that can be a short
622 term or a long-term action plan. We -- part of the plan might be identifying where there are gaps
623 in data, and where we need to focus as a city to be able to understand the picture overall. So
624 that's where the result may be, hey, we need more data as we're seeing this -- we don't know
625 much about this area, but clearly, we need to know more. So that could be the plan. If there are
626 stakeholders that collect data related to either of these topics that are interested in sharing their
627 data, we can potentially pair it with the data we can find ourselves with those as well, to help
628 create plans. So, really, it depends on what direction the city feels is best. Right now, we're just
629 trying to figure out, in general, which direction would be the focus and then we can really dive
630 into what data is available to us, and what stakeholders you recommend us partnering with, in
631 order to understand the fuller picture on the focus of either food insecurity, or scarcity, or
632 healthcare access, in general.

633 COUNCILMAN GAY: And do we pay for this? Is this paid for by GMA?

634 MS. BASKAM: That's a great question. I think we, in general, just ask for participation in this
635 Initiative. It is based off research that GMA and ARCHI and a lot of different organizations are
636 involved in this. And what we found in phase 1 of this Initiative was that there actually is a
637 decent amount of data about Atlanta and the surrounding cities of Atlanta. But that a lot of

638 individuals don't feel comfortable necessarily utilizing it, or are unaware where to start. So the
639 point of this is just to encourage that utilization, make it more user friendly, and then to utilize it
640 for a local policy.

641 COUNCILMAN GAY: Well, I would like to give a final comment. I would think that you would
642 publish this data with our Planning and Zoning crew. We've got a lot of people looking to
643 develop in our community. I was just at a campaign event the other night, and the candidate was
644 saying, we don't have -- well, she wasn't a candidate, she was our school board member. She
645 was saying we don't have enough roof tops for middle school. And my -- in fact, we had a
646 dialogue. We went back and forth on the phone for about an hour, no data. It's just a boiler point
647 statement that's being tossed around with no data. So I would hope that this data would give
648 policy makers more real information. And one last thing I would tell you. You know, we need to
649 try to find out how we can capture some data on our environmental health. I get the food, and I
650 get the healthcare. But we are an airport city, and I'm telling you, you know, there needs to be
651 some initiative that tests our air quality as it relates to diseases. I don't know how you would do
652 that, but I just want to put that out there.

653 MS. BASKAM: Thank you for that feedback. That is the point -- is to identify just, in general, an
654 area to focus on. And any feedback here has been super helpful going forward with data and
655 looking into the data.

656 MAYOR MOTLEY BROOM: Couple of questions and one comment. When GMA reached out
657 about this Initiative, I did consult with our City Manager as to the folks who would be the folks
658 to send to this. And I'm glad we've got this team. I'm appreciative to Ms. Johnson and Mr. Betts
659 and Ms. Rambo for their efforts thus far in getting additional information so we can make better
660 policy decisions. I do believe that you need direction tonight; is that the case, Ms. Johnson?

661 MS. JOHNSON: It is. We're stewards here, we've kind of bounced back and forth. We did talk
662 about a little bit about sound. We did talk about air pollution, but we felt development for this
663 city was the next big scenario. So, how would that help, or impact decision making with the data
664 that we bring back, or finding data that we need to bring back to this city. So that's what we're
665 here for, just to tell you these were the two options that we were looking at. And we've got some
666 work to do moving forward after this, once the decision is made.

667 MAYOR MOTLEY BROOM: And we've got about six weeks to come up with a full plan. So it
668 concerns me that the data that is supporting the information regarding food insecurity is so dated.
669 And we need to know that as we move forward as a community, and for economic development,
670 for developing parts of our city that are underserved. Data from ten years ago doesn't really
671 support that. It's not particularly compelling. So if there were one or the other, I think I would
672 lean toward the food access because of the fact that we just don't have data that's remotely near
673 our year. But I'm not sure as to what the other council members are thinking in that regard.
674 Councilman Clay, if you have to pick one, healthcare or food?

675 COUNCILMAN CLAY: I would pick healthcare.

676 MAYOR MOTLEY BROOM: Councilman Carn, what would you pick?

677 COUNCILMAN CARN: I'd pick both.

678 MAYOR MOTLEY BROOM: I understand, but we don't have time to do both. They have a
679 project that is culminating in April. So which of the two?

680 COUNCILMAN CARN: I would lean towards the food, but since the fire department has been
681 covering healthcare, if they combine their efforts, there'll be time where maybe the fire
682 department can handle one arm that they've been ongoing continuously working with the county
683 with, and combine with the food, and that way we can cover both bases.

684 MAYOR MOTLEY BROOM: Understood.

685 COUNCILMAN CARN: But I think the fire department would probably need to be on this
686 appointed committee since they handle more health initiatives and issues than any other
687 department. So I think it makes logical sense to combine the efforts and we could work both
688 tracks. Does that make sense, Michelle? Is that a yes?

689 MAYOR MOTLEY BROOM: Councilman Allen, what's your thoughts?

690 MS. JOHNSON: I'm going to the experts over here that got the time and the data to pull to help
691 us with that information.

692 COUNCILMAN ALLEN: I think healthcare takes mine. I think that there's a lot of people, and
693 with the recent problems we've had with hospitals closing. I think healthcare takes number one.

694 MAYOR MOTLEY BROOM: Councilman Gay?

695 COUNCILMAN GAY: I'm going to say food, because I know for a fact there is certificate of
696 needs that's ongoing right now in East Point, which means that they're getting data already for
697 the very initiative you're talking about. So you very well could just get their data. So to the
698 extent I would say we need healthcare, but we probably don't have good enough data on food
699 security.

700 MAYOR MOTLEY BROOM: All right. Appreciate your

701 COUNCILMAN CLAY: Can I add one comment quickly?

702 MAYOR MOTLEY BROOM: Yes, sir

703 COUNCILMAN CLAY: The FAA under the Ascent, Center of Excellence, it's a s c e n t
704 working with Boston University has been doing a study in the area on the effects I'm following
705 up on what Councilman Gay suggested -- the effects of aircraft noise, pollution, et cetera, et
706 cetera. You might want to I happened to sit on that advisory board. And you might want to tap
707 into Junette Peters who is the researcher at Boston University. I don't know how much of that
708 has been published, but you might -- and it was conducted; some of it was conducted in our area,
709 is where I'm going with this. So you might already have some additional data there.

710 MAYOR MOTLEY BROOM: Thank you, sir. Appreciate your time.

711 **3. Presentation on the City of College Park Medical Claims Analysis and Financial**
712 **Review by Director of Human Resources and Risk Management Dr. Dwight Baker.**

713
714 MAYOR MOTLEY BROOM: Thank you, sir. Appreciate your time. The next item is a
715 presentation on the city of College Park medical claims analysis and financial review. Dr. Baker?
716

717 DR. BAKER: Good evening, Mayor and Council. You should have the survey data that was
718 collected from the employee 2022 2023 employee benefits survey. I'm not going to go through
719 all of the data, but I do want to point out that the question number 2: Are you satisfied with the
720 health insurance provided by the city of College Park? We had 63 people or 63 employees
721 indicate yes, 37 percent indicated no. In doing some research and gathering data from previous
722 surveys, the 2020 21 survey, the same question was asked. We had 59 employees that were
723 satisfied with the healthcare insurance. At that time we had Kaiser. 41 percent were dissatisfied
724 with Kaiser. In 2021-22, last year, 62 percent of employees were satisfied with the healthcare
725 provided by the city, and 38 percent were dissatisfied, and we had Humana at the time. Again,
726 we had 63 percent this year who were satisfied, and 37 percent that were dissatisfied with Aetna.
727 So as you can see, as we changed our health insurance carriers, we have had an increase of
728 employees who were satisfied with the carriers. We went from Kaiser to Humana to Aetna. So
729 at this time, 63 percent indicated that they are satisfied with Aetna.

730
731 Another comment that stood out to me was the comment made about the PSD benefit for police
732 and fire fighters. Aetna has a program called First Responders Peer Support program. They're a
733 partner with the Responder Health to offer unique benefits as it relate to PTSD. I am working
734 with Aetna to gather more information, as it relates to the program, so we can try to roll that out
735 to our police and fire departments. Another comment that stood out was the feedback on Kaiser.
736 Insurance can be tricky at times to everybody, especially, if you're not aware of how it works and
737 have a complete understanding. So what I am proposing to do in the next few weeks is come up
738 with a simple one-page document as it relates to our current plan, our Aetna plan, and how the
739 coverage should work for our employees as we move forward. Are there any comments as it
740 relates to the survey?

741
742 MAYOR MOTLEY BROOM: Councilman Clay?
743

744 COUNCILMAN CLAY: No, I don't think so. What I saw when I read the various questions and
745 responses, you got the whole spectrum. And the only question that came to my mind, and I think
746 the answer, of course, is no if we gave a choice of two providers, I think it waters down our
747 clout, so to speak, to negotiate a good contract; am I correct about that?

748
749 DR. BAKER: I would defer to our broker to respond. She's nodding yes.

750

751 COUNCILMAN CARN: I don't think there is a simple solution. We're always going to have,
752 looks like, a reasonable percentage of employees that are not totally satisfied with the program.
753 That's all I have.

754

755 MAYOR MOTLEY BROOM: Councilman Carn?

756

757 COUNCILMAN CARN: Looking at the stuff here, I see 87 responses. Is that out of -- that's out
758 all of employees?

759

760 DR. BAKER: Out of about 400 employees; yes, sir.

761

762 COUNCILMAN CARN: Just why so low, I guess?

763

764 DR. BAKER: I can't speak to that. We sent it out several times. I gave them a deadline date to
765 respond. And the response we received is about 20 percent of our workforce.

766

767 COUNCILMAN CARN: I often think sometimes, you know, when you send out something with
768 health, if it involves health, if someone's on the health kick, they're going to respond.
769 Meanwhile, those that may need the healthcare services more may not respond.

770

771 DR. BAKER: Well, we got about 97 percent of our employees that are currently enrolled in the
772 healthcare program.

773

774 COUNCILMAN CARN: Well, it'd be good to get a response for them in terms of how they feel
775 about it when you only have, sounds like about 25 percent actually respond to it, but let's see if
776 we can get more of them to talk about and see where they're at with it.

777

778 But it's good information. Again, good data. The more data we have, the better off, I think, we're
779 going to be.

780

781 DR. BAKER: Thanks.

782

783 COUNCILMAN CARN: I see the weekly updates and health initiatives and different things like
784 that. I caught a few of them on my email. Sounded like it was some good stuff in there, some
785 good tips in there, and some encouraging health stuff in there. And I was wondering to myself, I
786 said, you know, this is the type of stuff that residents it'd be great if they could get cc'd on some
787 of this stuff too. It's great health tips.

788

789 DR. BAKER: Well, we can share it with, I guess, our PIO, public information office, and she can
790 perhaps disseminate that information. However, they will not be able to take advantage of the
791 benefits offer. But it's good information.

792

793 COUNCILMAN CARN: Well, of course, obviously not that. But health tips and encouragement,
794 some of the things that I talk about up here in terms of getting a healthier workforce. But, in
795 addition, to getting a healthier community.

796
797 DR. BAKER: Sure.

798
799 COUNCILMAN CARN: -- the last agenda item was talking about health issue and whatever
800 have you. So, obviously, we try to cover our employees. But some of that information, it doesn't
801 cost us anything additionally. We want to get out to the broader community because those are
802 good health tips for everybody, not just employees.

803
804 DR. BAKER: Sure. I will relay that to the PIO for dissemination to the community.

805
806 COUNCILMAN CARN: It makes sense to me. I think everybody would like to get some of
807 these health tips. So if we can make it possible, I thought it'd be a good idea. So, yeah, this is
808 good stuff.

809
810 DR. BAKER: Thank you, sir.

811
812 MAYOR MOTLEY BROOM: Councilman Allen?

813
814 COUNCILMAN ALLEN: No, I really don't have any questions. All the surveys that I've seen
815 over the years on healthcare providers and so forth usually range between 50 and 60 percent in
816 favor of, around 55 or so in the other. So they seem, basically, the same. But I do appreciate the
817 information, and I like all the questions in there that were answered. So thank you.

818
819 DR. BAKER: Thank you, sir.

820
821 MAYOR MOTLEY BROOM: Councilman Gay?

822
823 COUNCILMAN GAY: Dr. Baker, I don't know how I am so different from everybody else, but
824 I was not moved by this report. I mean, quite frankly, I think it was just an exercise to further
825 support our current broker. And let me tell you why. I don't want to get too long winded, but
826 before you joined us, we had Kaiser for a reason. This Body made a public decision to use
827 Kaiser. It wasn't based on a survey. It was based on our claims history that was so high. We
828 had to make policy choices just to protect the integrity of our budget. So, you know, I find this
829 report a little coincidental that we're right at the time for a bid to go out. And all of a sudden, we
830 got this survey. And to someone who don't read surveys, to the extent I've read surveys all my
831 life, maybe they would be swooned by it. But it's just for me, it just doesn't you know, asking 10
832 percent of people out of 400. And then if you look at number 5 which is your first question.
833 Question number 5: Are you satisfied with the network or healthcare providers? Well, 32 said
834 somewhat. I mean, that's just a statement; somewhat. 17 said very dissatisfied. And then 24 said

835 satisfied. So I guess you can say the same thing about what I want to sum this comment is that,
836 I don't want this to be assumed that we're satisfied with our broker. Because your question is
837 some of them about the broker, but the way it's written, it kind of, in my opinion, sways you to
838 give a different narrative, if I can say that.

839

840 DR. BAKER: Well taken.

841

842 MAYOR MOTLEY BROOM: Dr. Baker, anything else?

843

844 DR. BAKER: Yes. I'd like to turn it over to Tammy Starky who will go over our medical claim
845 data.

846

847 MAYOR MOTLEY BROOM: Thank you. Good evening, Ms. Starky.

848

849 MS. STARKY: Good evening. Thank you for your time. So I'm going to give an overview of
850 where we stand on the health plan to date. We do have upcoming renewal for all benefits and,
851 specifically, focused on the health plan of July 1st. So this first slide shows the two medical
852 plans that are currently available to all employees through Aetna. We have an HN-only, which is
853 an in network only plan option, and then an open access, POS plan, which has an out of network
854 benefit option. These plan options, as far as deductibles, copays, coinsurance, have remained
855 consistent through the different carriers. So when we compare to the Kaiser plans, the Humana
856 plan, and Aetna, the overall plan design has remained consistent. When we look at the
857 enrollment by plan, we do have a fairly good split between the HMO and the POS plan. There's
858 very little difference in the cost of these plans, and the benefits are basically the same. So really
859 only someone would select the slight increase in premium for that out of network benefit is if
860 they want the flexibility to go out of network. But when we look at the network utilization of
861 claims, 99.6 percent of your total claims have been in network with Aetna. So there's great in
862 network utilization. A hundred percent of your hospital claims have been in network and 99
863 percent of your office visits have been in network.

864

865 When we look at overall participation, 79 percent of eligible employees are enrolled in the health
866 plan, 188 in the HMO, 129 in the out of network benefit, POS. We do have 519 total members,
867 so employees and dependents covered on the plan. When we look at the makeup of who's
868 enrolled, 59.2 percent are male, and 40.8 percent are female. And then our average age is 38.2
869 percent, which is fairly low for a city government, and right within benchmarks for the overall
870 book of business that Aetna manages. We do provide monthly claims recording. So we break
871 this out and look at trends on the health plan, on the medical claims, on the pharmacy claim
872 independently. We compare this year over year with the different carriers, the network. And
873 we're also looking at what is driving that cost. So what are trends? What's driving our change in
874 trends? What is utilization? So we'll look at specific utilization for office visits, for emergency
875 room care, inpatient admissions, outpatient surgeries. And are we within line of our prior years
876 and benchmarks to other employers and other city and county governments.

877
878 This slide shows you the average per employee per month cost. Because we have seen
879 fluctuation in the number of eligible employees on the plan, so that has changed in participation
880 over the years. So we like to break this out to compare where we stand. And so, you'll see fairly
881 stable in those prior three years. Right now, year to date with the plan year, we're at \$1,283 per
882 employee per month paid in medical and pharmacy claims. We actually got an updated report
883 this morning that that has improved significantly to \$1,069 average. So about 5 percent up from
884 where we were prior claim year, which is great news as we go into planning for this renewal. We
885 do also look at catastrophic claims and the impact that they have on the overall health plan.
886 Currently, within this plan year, you've got catastrophic claims accounting for 47.3 percent of
887 your total spend. So those are high-cost claims. We do look at, is there any impact we can make
888 in those, based off the prognosis, based on the diagnosis, and how we move forward in those
889 planning for wellness and lifestyle related conditions. The current catastrophic claims on your
890 plan are not lifestyle related. They are truly just kind of one-off cancer claims. These claims that
891 we would not impact. But we definitely want to continue to focus on the wellness initiatives for
892 your employee population for your dependents. And Aetna is a big partner in that. They have
893 provided a wellness fund to provide those resources. They do have those resources available
894 online and on site.

895
896 When we look at that network overview so, again, a hundred percent of your inpatient
897 admissions have been in network with Aetna, 99 percent of your office visits in network. And
898 the discounts that we have received from the Aetna network have been 56.9 percent. So when
899 you compare the total submitted charge for these medical services to what Aetna has negotiated
900 within their network and what the plan actually paid, that is 1.2 million dollars in savings year to
901 date with the Aetna plan. So definitely valuable within that network of the discounts that are
902 available. The top utilized facilities are Northside, Piedmont, and Grady, which Grady was an
903 addition with the Humana and Aetna plans that we've seen utilization now will be able to see
904 patients at that facility, we did benchmark the City's plan and contributions and overall cost to
905 other city and county governments. As NFP's throughout Georgia, we have over 50 public sector
906 clients that we represent. And so, we look at that total number of what the spend is for their
907 premium monthly for coverage, what the employees are contributing, what deductibles, and
908 copays are. And you'll see highlighted in green that the City's plan overall cost, and employee
909 contributions is lower than all benchmarks for employees and family coverage. For employees,
910 the average cost on the HMO plan is 42 percent less than benchmarks. Deductibles are lower.
911 The average deductible we see for our government book of business is \$2,500, where the City is
912 1,000, and total out of pocket maximum, which is your deductible, your copays, your
913 coinsurance, benchmarks are 6,525, and the City is 4,500. So all and all, benchmark show a
914 really valuable affordable benefit within the City's plan. The ancillary benefits are outside of just
915 the health plan. We do have the dental coverage that isn't rate guaranteed. Last year, there was a
916 full marketing on this, no competition. And so, we were able to secure a two-year rate guarantee
917 so there will not be an increase on dental for the renewal in July.

919 Vision Cigna will discontinue their vision program. So we'll look at other alternatives there. Life
920 and disability, the flexible spending accounts, the AFLAC voluntary coverage, as well as the
921 employee assistance program, there will be no changes in those rates. So with that, we will be
922 conducting or we are conducting a full market analysis of the medical and vision options. And
923 with that, we not only look at rates, but definitely at plan design, access to care, GeoAccess
924 disruption of the top utilized providers, as well as performance guarantees. And so, this last slide
925 shows you our timeline that we're currently marking the medical plan with all carriers that are
926 available. And we will have the renewal from Aetna and the results of marketing ready to
927 present by April 4th. And then look to come to you with recommendations for approval of that
928 July renewal by April 17th. So that we have educational meetings on site enrollment support and
929 open enrollment starting May 15. Any questions?

930

931 MAYOR MOTLEY BROOM: Councilman Clay?

932

933 COUNCILMAN CLAY: No questions.

934

935 MAYOR MOTLEY BROOM: Councilman Carn?

936

937 COUNCILMAN CARN: I had a couple here on packet page 44. I'm looking at the enrollment
938 here. So I see a total of 188 and 129. Are those totals all of our city employees that are enrolled
939 totally?

940

941 MS. STARKY: That's total enrolled; yes.

942

943 COUNCILMAN CARN: And the 519, that's does that include former employees and
944 dependents, as well, that 519 number of total 519 members?

945

946 MS. STARKY: It would include anyone currently enrolled on the plan and their dependents,
947 spouses, and children.

948

949 COUNCILMAN CARN: So that's whether they're employed with us or

950

951 MS. STARKY: Or retired.

952

953 COUNCILMAN CARN: Got it. That answers my question. And the average age of the members
954 is 38 years?

955

956 MS. STARKY: Correct. Yes, including those dependents.

957

958 COUNCILMAN CARN: So, I guess, our younger staff, are they taking advantage of the health
959 plan or do they not want it sometimes? I guess when you're younger, you know, obviously, you

960 think you're invincible and, you know -- so how does that work in terms of young folks, are they
961 obviously, they get the same option, but is a percentage difference?

962
963 MS. STARKY: Well, so when I look at your total enrollment, you do have a pretty good split.
964 You are higher on the older age bracket. So once you get over 45, then we see more of your
965 overall enrollment there on employee basis. But you're right, we are seeing many city and
966 county governments combating that where, if you've got younger employees coming in, one,
967 they maybe think they don't need the coverage because they don't have health issues, or two, a lot
968 of them are still on their parents' coverage until they turn 26. So, yeah, that can cause some
969 adverse selection where you may have those employees that are dependents on the plan that most
970 need the coverage that are the ones that are enrolling and contributing into the plan.

971
972 COUNCILMAN CARN: Correct me if I'm wrong, but even if you're over 26, if you opt out of
973 our plan, you're required by law still to have to have some coverage; is that right?

974
975 MS. STARKY: That's correct. You're required but there's no penalty for not having coverage.
976 So, you know, it's kind of that the ACA required it, but then the penalty was removed. So there's
977 no enforcement to require someone to have coverage.

978
979 COUNCILMAN CARN: I would just like to see some data. I don't know if we can get that,
980 Dwight, in terms of the number of folks that don't have that opt out altogether. That would be
981 good to look at. And I look at the percentage of male to female, folks that have opted in. I'm
982 assuming that ratio is commensurate with the makeup of our employees. Would that be right, Dr.
983 Baker, maybe there about? I see that the 59 percent to 40 percent ratio.

984
985 DR. BAKER: I'm not sure. I would have to look and see what our stats say.

986
987 COUNCILMAN CARN: I'd like to know that too. It would be good to know I'm assuming, you
988 know, a lot of time with cities, you assume something, but you don't know. But I'm assuming
989 this matches

990
991 DR. BAKER: Yeah, I can look into that. I'll have an answer for you.

992
993 COUNCILMAN CARN: So I'd love to see that information. That's all I had.

994
995 MAYOR MOTLEY BROOM: Councilman Allen?

996
997 COUNCILMAN ALLEN: No questions. Thank you.

998
999 MAYOR MOTLEY BROOM: Councilman Gay?

1000

1001 COUNCILMAN GAY: I have a couple of comments or questions. Are we to assume that this
1002 presentation means that we will not be looking at other providers such as Humana or Cigna, or
1003 Blue Cross -- is that what you're presenting to us that we're not going to be looking at other
1004 providers?
1005

1006 DR. BAKER: No. What she's presented is our current medical data. She mentioned that she
1007 will be they're currently doing market analysis right now on the carriers, Aetna, Cigna, vision,
1008 those that want to participate in the market analysis.
1009

1010 COUNCILMAN GAY: You mean, giving us a price, a new price?
1011

1012 MS. STARKY: Yes.
1013

1014 COUNCILMAN GAY: So you'll come back to us with the different carrier price and we'll get to
1015 see which one gave us -- and is the broker paid by the carrier or the client, the City?
1016

1017 DR. BAKER: The City pays for the brokerage fees.
1018

1019 COUNCILMAN GAY: The City pays?
1020

1021 DR. BAKER: Yes, we pay those fees.
1022

1023 COUNCILMAN GAY: So, last question is, assuming we keep Aetna, right, is our keeping the
1024 insurance company, is that based on the broker?
1025

1026 DR. BAKER: No. The broker only make the recommendation.
1027

1028 COUNCILMAN GAY: So, in other words, hypothetically, we did a competitive bid.
1029

1030 MAYOR MOTLEY BROOM: Councilman Gay, can you please get closer to the microphone.
1031 Thank you.
1032

1033 COUNCILMAN GAY: Hypothetically, if we did a competitive bid, would that mean that we
1034 have to use the same broker, or is this plan contingent on the broker to look at other cost?
1035

1036 DR. BAKER: Our current broker services are a three-year agreement, starting in 2021 through
1037 three years from that would be 2024, unless this Council otherwise deem to choose otherwise.
1038

1039 COUNCILMAN GAY: You know what, I wasn't aware of that. I thought it was current. I
1040 thought it was about to expire now.
1041

1042 DR. BAKER: No. It's a three-year agreement and there are additional two years, if the Council
1043 deem necessary.

1044
1045 COUNCILMAN GAY: Just a public comment, the Council deem necessary to change brokers
1046 while the current broker still was under contract. So I don't know if that was a medical decision
1047 or a financial decision. But that is the precedence that's been set up here.

1048
1049 DR. BAKER: It's my understanding that we went to bid and

1050
1051 COUNCILMAN GAY: Should I repeat that to the people that was looking? It was the current
1052 carrier we interrupted the previous brokers while the contract was still ongoing. So that's why
1053 I was wondering was that based on medical or I just want to clarify my comment.

1054
1055 DR. BAKER: I don't think it was based on medical. I'm not really sure what happened during
1056 that time frame.

1057
1058 COUNCILMAN GAY: I understand. Thank you. I have nothing further.

1059 MAYOR MOTLEY BROOM: Thank you very much. Appreciate it. And we'll take a five-
1060 minute break before we start with the consent agenda discussion to regular session. So we will
1061 get started actually, let's do an eight-minute break. We'll start at 7:45.

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CITY OF COLLEGE PARK

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Bianca Motley Broom, Mayor

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ATTEST:

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Shavala Ames, City Clerk

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