



North Carolina Institute of Medicine Board of Directors Meeting

July 15, 2025

12:00 PM to 2:00 PM

In-person at the Sheps Center and remote participants over Zoom

MINUTES

Members Present:

Anita Bachmann, MHS
Vickie Bradley, RN, MPH
Goldie Byrd, PhD
Lori Byrd, DNP, RN, CRE
Frank Courts, DDS, PhD
Jennifer Jordan, MD
Andrew Kaiser
Trish Markus, JD, CIPP/US
Brian McGinnis, FACHE, FACMPE
John Morrow, MD, MPH
Timothy Norris, MBA, SPHR, SHRM-SCP, CHBC
Patricia Pfeiffer, EdD, MSN, RN
Danny Scalise
Adam Sholar, JD

Members Absent:

Reuben Blackwell
Perrin Jones, MD
Richard Montague
Carrie Rosario, DrPH, MPH, CHES
William Way Jr., MD

NCIOM staff present: Brady Blackburn, Deidre Bishop, Ruby Brinkerhoff, Emily Hooks, Brieanne Lyda McDonald, Michelle Ries, Ayana Simon, Pat Tang

Call to Order

Adam Sholar, NCIOM Board Chair, opened the meeting at 12:01 and confirmed quorum. The April 2025 meeting minutes were reviewed. Patty proposed a correction to her credentials on the draft minutes, and the minutes were approved unanimously following edits. Meeting dates for the remainder of the year were confirmed, with all sessions to be held at the NCIOM office.

Celebrations and Introduction of New Staff Members

Michelle Ries, President and CEO, introduced Brady Blackburn, Interim Communications Director, and Patrick (Pat) Tang, Project Director. She also shared that Ruby Brinkerhoff,



NCMJ Assistant Managing Editor, joined the NCIOM as a permanent member of the team after working in a temporary capacity for two years.

Audit/Finance Committee and Operations Report

Emily Hooks, Director of Strategic Operations and Organizational Performance, provided an update on the financial position. She noted that PNC Bank has proposed changes to NCIOM's sweep account, and a meeting will be scheduled with the Audit/Finance Committee to discuss options.

She also noted that Katie Ledford, an auditor from Blackman & Sloop who has been our primary contact for the last several years, has left Blackman & Sloop, so there will be a new auditor to present at the January board meeting.

President's Report

Development Update

Emily Hooks provided updates around the strategic planning and fundraising efforts with Moss & Ross contracted to support this work starting in September. Their scope includes landscape review, interviews, and prospect research, with findings to be presented to the board.

Michelle shared that the team is also preparing for a Caregiving Task Force in 2026 and exploring a potential collaboration with SC IMPH. She explained that the NC Collaboratory's opioid research convening remains active despite lack of state budget funding.

Hiring and Personnel Updates

Michelle Ries provided personnel updates that included Amanda Dale's resignation as Research Specialist and Dante Jones's resignation as an intern due to scheduling conflicts. She shared that interviews for a permanent Communications Director/NCMJ Managing Editor were underway. UNC HR processes remain restrictive, though because NCIOM has grant-funded positions, those are facing fewer delays.

Board of Directors Appointment Process Review and Update

Michelle shared that new appointments to the NCIOM Board were made following the NCGA's June 30th appointments bill. The new members are unfamiliar with NCIOM operations and will receive orientation. A new executive committee will be discussed in the October meeting.

Annual Meeting

Emily provided an update that the Division of Public Health will sponsor the 2025 Annual Meeting. Sessions will focus on social drivers of health and population health. Efforts are underway to secure additional support and partnerships.



Communications Update

Michelle shared that the Duke Endowment expressed interest in supporting communications work, excluding NCMJ. A revised grant will support capacity building, multimedia, and fundraising. Communications costs are being integrated into other projects. NCMJ fundraising strategies are in development.

Ruby Brinkerhoff and Brady Blackburn shared that recent NCMJ issues include: April 2025 (Disaster relief and Hurricane Helene response), July 2025 (Pharmacy and access to care), and October 2025 (Healthy NC 2030 progress report). Media mentions centered on the Child Health Report Card, co-produced with NC Child.

Program Update: Center on the Workforce for Health

Brienne Lyda McDonald and Pat Tang, Project Directors, provided an update on NCIOM's partnership with the Center on the Workforce for Health. The NC Center on the Workforce for Health continues to address workforce challenges in nursing, behavioral health, and direct care. NCIOM partnered on six workshops defining the direct care workforce, with over 70 participants. A final report is due to NCDHHS in July 2025, with a public brief to follow. NCIOM will support dissemination efforts. Plans include launching the NC Nursing Advisory Council and developing a long-term coordination strategy for workforce recommendations.

NCIOM Membership

Ayana Simon, Associate Director, provided an overview of the NCIOM Membership selection process. Membership demographics were reviewed, revealing gaps in county and sector representation. Of 18 nominees, 17 were eligible, and 8 were recommended by the Membership Committee. All were confirmed unanimously. Future engagement plans include a member advisory council, regional representation, and three in-person events in 2026, including a cocktail reception. Ayana noted that the additional communications funding NCIOM has applied for would help support enhanced member engagement.

Adjournment

Following the approval of new board members and discussion of strategic initiatives, the meeting was adjourned at 1:25.