Oklahoma Academy of Physician Associates
Special Board Meeting Minutes
October 13, 2025; 6:30 pm
Via Zoom

Board Member Present: Don Guthrie, Jeff Burke, Audra Ball, Krista Barnes, Christy Niehues, Nicole Mason, Johnnie Gilpen, Keith Plummer, Melissa Loftis, Helga Price

Board Members Not Present: Elizabeth DiSalvatore, Courtney Patin, Jennifer Putnam, Student Representative

Others Present: Audrey Poole, Susan Thomas

I. Call to Order – 6:31PM

II. Financial Affairs Committee – Krista Barnes, PA-C
   a. Transfer of funds

- We have too much in our checking account that is uninsured. Our financial advisor and accountant recommended moving 200k from our checking to investments.
- **Motion to approve 200k from checking to investments from Finance Committee. All in favor. Motion passes.**

III. PR Committee – Helga Price, PA-C
   b. Gooden Group Letter of Agreement

- Helga – We have talked to several different groups to do a large-scale PR campaign. We have liked the Gooden Group and wish to move forward with them.
- We are looking for something short-term with the Gooden Group to help get the message out about our new bill, increase membership involvement, and increase PAPAC. They will collaborate with Lisa Libel.
- **Motion from the PR Committee to approve the Gooden Group proposal.**
- **Discussion:**
  - Don – This is front-loaded work. After January, it will be scaled back and billed monthly. If we go over the cost, they need approval

to keep working. We have PR money already budgeted for this proposal.
    - Christy Neihues – How much do we pay Lisa Libel?
        - Answer: Lisa Libel has been paid around 5-10k a year for her services. Her hourly rate is $175.
    - Don Guthrie – We really need to get a rebranding out there. We need to get our members on board; we need to get PAPAC growing. We need to get our own members energized.
    - Jeff Burke – what is their plan for us?
        - Answered by Helga Price – They will help with Town Halls, they will work on our social media, get our message out on advertisement platforms, news outlets, articles, and they will collaborate with Lisa and see if they can use anything that Lisa has already done.
- **All in favor. Motion passes.**

Meeting Adjourn 6:50 PM

Motion to adjourn by Krista Barnes, Helga seconds. All in favor. Motion passes.