



BOARD OF DIRECTORS MEETING

September 16, 2025
7711 Goodwood Blvd, Room 102
12:00 PM to 1:00 PM

MINUTES

I. CALL MEETING TO ORDER

The meeting was called to order at 12:05 PM. Board members in attendance were Donna Collins-Lewis, Dr. Jan Laughinghouse, Sharon Douglas, Denise Ambroso, Hillar Moore, Chris Landry, Sharon Robinson, Cindy Munn, Dr. Kathleen Crapanzano, Gerri Hobdy, and Tiffany Simpson. A quorum was determined.

Also, in attendance were Charlotte Claiborne from the Bridge Center for Hope, Beverly Haydel from Sequitur Consulting, Emily Grey from Breazeale, Sachse and Wilson, Ginny Engholm from For Good Content, Shawne Langston-Emery, and Lysha Best from Recovery Innovations.

II. PUBLIC COMMENT ON AGENDA ITEMS

Ms. Collins-Lewis asked if any members of the public wished to comment. After hearing none, he proceeded with the agenda as written.

III. MINUTES

A. For Action: Approval of Minutes of the Board of Directors meeting held July 15, 2025

Ms. Collins-Lewis reviewed the minutes from the July 15, 2025, Board of Directors meeting. On a motion by Hillar Moore and a second by Gerri Hobdy, the minutes were unanimously approved.

IV. FINANCE COMMITTEE

A. For Discussion: Financial Overview

Ms. Collins Lewis deferred to Ms. Robinson. Ms. Robinson noted that the Bridge Center has received approximately \$100,000 in additional City-Parish funds, bringing year-to-date tax revenue to about \$8 million. Total expenses are around \$4 million, with more than 80% paid to the provider.

V. NOMINATING COMMITTEE

A. For Discussion: Resignations and Appointments

Ms. Collins Lewis deferred to Ms. Claiborne. Ms. Claiborne reported that Kathy Kliebert, Gerri Hobdy, and Dr. Kathleen Crapanzano will end their terms on December 31, 2025, creating three vacancies with a vacancy notice to be posted on October 1, 2025. Additionally, Ms. Claiborne mentioned that Randal Johnson and Cynthia Munn are seeking reconsideration for their respective seats.

VI. BRIDGE CENTER ORDERS

A. For Discussion: MCO Meeting Update

Ms. Collins Lewis deferred to Ms. Haydel for the MCO Update. Ms. Haydel reported that she and Ms. Claiborne have met with various Managed Care Organizations (MCOs) to advocate for a rate increase. However, the MCOs acknowledged the importance of these services offered at the Bridge Center, but they are not in a position to grant the increase at this time. They have committed to bringing the proposal to their leadership and the MCO Association for further discussion.

VII. RECOVERY INNOVATIONS

A. For Discussion: Mobile Crisis Response

Ms. Collins Lewis deferred to Ms. Langston-Emery for an update. Ms. Langston-Emery reported that equipment installation is expected to be completed soon and that personnel training is underway. A meeting is being planned with the New Orleans Mobile Crisis team to learn from their experiences, and services are set to launch in October, starting with a limited number of calls to ensure a smooth transition.

VIII. COMMUNITY RELATIONS

A. For Discussion: Marketing Efforts

Ms. Collins Lewis deferred to Ms. Claiborne. Ms. Claiborne introduced the Nominee Walks Louisiana 5K Mental Health event on October 4th and asked if anyone was interested in forming a team for the Bridge Center. Ms. Claiborne also highlighted the Bridge Center's commercial appearances during Saints games and a planned spot during the Super Bowl.

Ms. Claiborne deferred to Ms. Engholm to explain the impact of the Bridge Center's digital presence. Ms. Engholm explained the relationship between the Bridge Center's online presence and its visitor numbers, noting that a strong digital marketing strategy is essential for reaching potential clients. Ms. Engholm shared statistics indicating a 64% increase in website users from 2023 to 2024, attributing this growth to effective social media advertising. The data suggests that when ads are run, web traffic significantly increases, demonstrating the effectiveness of targeted outreach.

Ms. Claiborne also noted that website design and accessibility improvements are underway due to the complexities caused by the original design limiting information accessibility. This new approach aims to maximize space and improve navigation, making it easier for users to find essential information.

IX. UNFINISHED BUSINESS

Ms. Collins Lewis asked if there was any unfinished business. Ms. Claiborne reminded everyone to complete their annual training.

X. NEW BUSINESS

Ms. Collins Lewis asked if there was any new business. After hearing none, Ms. Collins Lewis proceeded with the agenda as written.

XI. ADJOURN

With no further business to conduct, and on a motion by Denise Amoroso and a second by Dr. Crapazano, the Board of Directors meeting adjourned at 12:56 PM.