



## **PUBLIC MEETING**

December 9, 2021  
MINUTES

The Lewis and Clark County Commissioners Public Meeting was held on Thursday, December 9, 2021, at 9:00 AM in Commission Chambers, Room 330.

### **Roll Call**

Chair Andy Hunthausen called the meeting to order at 9 a.m.

Commissioner Jim McCormick and Commissioner Tom Rolfe were present. Others attending all or a portion of the meeting included Roger Baltz, Misty Edwards, Charles Lane, Laurel Riek, and Nadine McCarty, Recording Secretary.

### **Pledge of Allegiance**

Everyone recited the pledge.

### **Consent Action Items**

a. Vendor Claims Report for Week Ending December 10, 2021. (Marni Bentley)

Roger Baltz reported on consent action item 2a and recommended approval.

No public comment was received.

A motion to Approve was made by Commissioner Rolfe and seconded by Commissioner McCormick. The motion Passed on a 3-0 vote.

### **Contract Agreement Between Lewis and Clark Public Health & Strategies 360. (Laurel Riek)**

Laurel Riek, Disease Control and Prevention Division Administrator, presented the contract with Strategies 360 to develop and implement a COVID19 vaccine media campaign for an amount not to exceed \$79,999. This originates from American Rescue Plan Act (ARPA) funds and is to increase COVID19 vaccination rates. Marketing along with company stakeholders work in collaboration to target messaging to Lewis and Clark County residents who are hesitant about getting vaccinated. The goal is to increase the fully vaccinated rate to 70%. Marketing to reach residents that have been difficult to reach thus far will include TV, newspaper, and social media platforms, plus create a tool kit for local champions to provide information. Currently Lewis and Clark County is at 67% partially vaccinated and 59% fully vaccinated. A limited solicitation process was conducted, and four bids

were received. The project will be completed no later than March 1, 2022. Staff recommends approval of the contract with Strategies 360.

Discussion occurred regarding design of the campaign's multiple elements of billboards, yard signs, TV, social media platforms and radio that includes a broad range of audience and broadens the usual targeted demographics. The scope of service includes the assurance that the campaign reaches rural areas of the County such as Lincoln, Augusta and Wolf Creek.

No public comment was received.

A motion to Approve was made by Commissioner McCormick and seconded by Commissioner Rolfe. The motion Passed on a 3-0 vote.

**Public comment on any public matter within the jurisdiction of the Commission that is not on the agenda above.**

**Adjourn**

There being no further business, the meeting adjourned at 9:11 am.

LEWIS AND CLARK COUNTY  
BOARD OF COMMISSIONERS

  
Jim McCormick, Chair

  
Tom Rolfe, Vice Chair

  
Andy Hurthausen, Member

ATTEST:

  
Amy Reeves, Clerk of the Board