



McCall Memorial Hospital
District

**McCALL MEMORIAL HOSPITAL DISTRICT
PUBLIC INFORMATION CAMPAIGN WORKGROUP MEETING
TUESDAY SEPTEMBER 9, 2025; 10:00 - 11:00 a.m.**

Administrative Conference Room; 1000 State St. McCall, ID 83638

For Microsoft Teams Link: [Join the meeting now](#)

Virtual Meeting ID: 253 424 814 999 6 and Passcode: LL3Jp2EY

Phone Audio Only: 1 208-996-1717

Phone Conference ID: 511 048 919#

AGENDA:

- 1.) Welcome – Aana Vannoy, Workgroup Chair
- 2.) All Board Education & Community Conversation Event Planning – Aana Vannoy, Workgroup Chair
 - a. Press Releases/ Print Advertising/Email Marketing
 - i. Draft Community Conversation Ad Copy
 - b. Draft Presentation
- 3.) Next Steps - Aana Vannoy, Workgroup Chair
- 4.) Public Comment – Aana Vannoy, Workgroup Chair
- 5.) Set Tentative Timeframe for Next Workgroup Meeting and Agenda – Aana Vannoy, Workgroup Chair
 - a. October 7th or October 14th

Upcoming Meetings:

Next Board Meeting – Tuesday, September 16; 7:30 – 9:00 a.m.

October Board Meeting – Tuesday, October 21; 7:30 – 9:00 a.m.

All Board Education – Tuesday, October 21; 12:00 – 1:30 p.m.

Community Conversation – Wednesday, October 22; 5:30 – 7:30 p.m.

Advertising Fund Allocation

Purpose

This proposal seeks board approval to allocate funds toward a short-term, multi-channel advertising campaign aimed at increasing public awareness and engagement with our programs, events, or fundraising efforts.

Advertising Plan Overview

We propose running a combination of **print advertising** and **email marketing** to reach our target audience across multiple touchpoints. This campaign will cover a **three-week period**, using both **local publication ads** and **email outreach**.

Budget Breakdown

Print Advertising: McCall Memorial Hospital District Board Invites you to a Community Conversation (see copy drafts)

- **Star News Weekly Ads (3 total), print and digital**
 - Cost per ad: \$235
 - Total: \$705
- **One-Time Ad Design Fee**
 - Total: \$150

Subtotal – Print Advertising: \$855

Email Marketing

- **Initial Email Campaign (up to 32,499 emails): Include invitation to Community Conversation and FAQs, either in reduced format or full**
 - One-time send: \$600
 - *Use Ad Design from print ads? Otherwise, \$150 ad design fee*

- **Follow-Up / Repeat Email Blast**

- One-time resend: \$425

Subtotal – Email Marketing: \$1,025

Estimated Total:

\$1,880 - \$2,030

Requested Allocation:

\$2,500



RATE CARD

Prices Accurate as of February 14, 2025

**Guaranteed Section/
Placement Premium
15% Premium for
guaranteed placement**
(e.g. main section, back page)

Modular Size	Ad Specs	B&W 1x Ad	COLOR 1x Ad
Full Page	6 col. x 20 in.	\$1,525.00	\$1,675.00
1/2 Page V	3 col. x 20 in.	\$790.00	\$830.00
1/2 Page H	6 col. x 10 in.	\$790.00	\$830.00
1/4 Page	3 col. x 10 in.	\$415.00	\$455.00
1/4 Page H	6 col. x 5 in.	\$415.00	\$455.00
3/16 Page	3 col. x 7.5 in.	\$325.00	\$365.00
1/8 Page	3 col. x 5 in.	\$235.00	\$275.00
1/8 Page H	6 col. x 2.5 in.	\$235.00	\$275.00
1/12 Page	2 col. x 5 in.	\$165.00	\$205.00
Business Card	2 col. x 2 in.	\$95.00	\$135.00
Front Page Strip	6 col. x 2.41 in.	n/a	\$455.00
Section Front Strip	6 col. x 2.41 in.	n/a	\$350.00

Newspaper Website Advertising

Medium Rectangle <i>300 x 250 pixels</i>	\$150.00 per month
Leaderboard <i>728 x 90 pixels & 320 x 50 pixels</i>	\$150.00 per month
After Story Banner <i>468 x 70 pixels</i>	\$150.00 per month
Email Newsletters	\$450.00 per month
Digital Audience Package	\$275.00 per month

All ads include a 300x250 ad unit during the week following publication

Custom Solutions

Talk to your sales representative for information and pricing on custom print sizes or custom digital solutions.

DISCOUNTS

Weekly Discounts*

3+ Runs..... **45%**
2 Runs **25%**

Quarterly Discounts**

13 Weeks per Quarter..... **40%**
8 Weeks per Quarter **30%**
4 Weeks per Quarter **20%**

Spending Discounts†

\$50K Annual Spend **20%**
\$40K Annual Spend **17.5%**
\$30K Annual Spend **15%**
\$20K Annual Spend **12.5%**
\$10K Annual Spend **10%**

*Weekly discounts are based on the number of ads within each 7-day period established by the start date of the first insertion of the campaign (e.g. Tuesday start, every 7-day period = Tuesday through Monday). Discounts apply across all products and sizes on this sheet exclusively (not in combination with other products and sizes).

**Quarterly discounts are based on the number of weeks within each 13-week period established by the start date of the first insertion of the campaign. Discounts apply across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 weeks).

†Spending discounts are based on total annual Retail Print & Digital Display spending. Spending discounts are based on total annual Retail Print & Digital Display spending.

**Multiple discounts may apply.
Talk to your sales representative for details.**

Email marketing starts at \$600 for up to 32,499 emails. That includes audience targets and geo targeting. We can build the email for you for an additional \$150, or you can send us the creative.

Community Conversation – Ad copy draft 8/25/2025

Draft 1

McCall Memorial Hospital District Board
Invites you to a
Community Conversation

Wednesday, Oct. 22
5:30 to 7:30 p.m.
Community Room - McCall Public Library
218 E. Park Street, McCall

Attend in person or virtually at [\[XXXXXX\]](#)

Please join us to learn about the McCall Memorial Hospital District's history, purpose, impact and agreements with St. Luke's to provide health care services to the community. Hospital District Board members and St. Luke's leaders will be available to answer your questions.

To learn more, go to mmhd.info.

Draft 2

McCall Memorial Hospital District Board
Invites you to a
Community Conversation

Wednesday, Oct. 22
5:30 to 7:30 p.m.
Community Room - McCall Public Library
218 E. Park Street, McCall

Attend in person or virtually at [XXXXXX]

Please join us to learn about the Hospital District and the relationship with St. Luke's to provide health care services to the community.

Topics to be discussed include:

- History of the McCall Memorial Hospital District
- McCall Memorial Hospital and St. Luke's agreements
 - Health Services Agreement
 - Lease Option Agreement
- McCall Memorial Hospital District Funding – process, history, impact
- Workforce Housing Project
- Q&A

To learn more, go to mmhd.info.

McCall Memorial Hospital District

Informing and educating our community

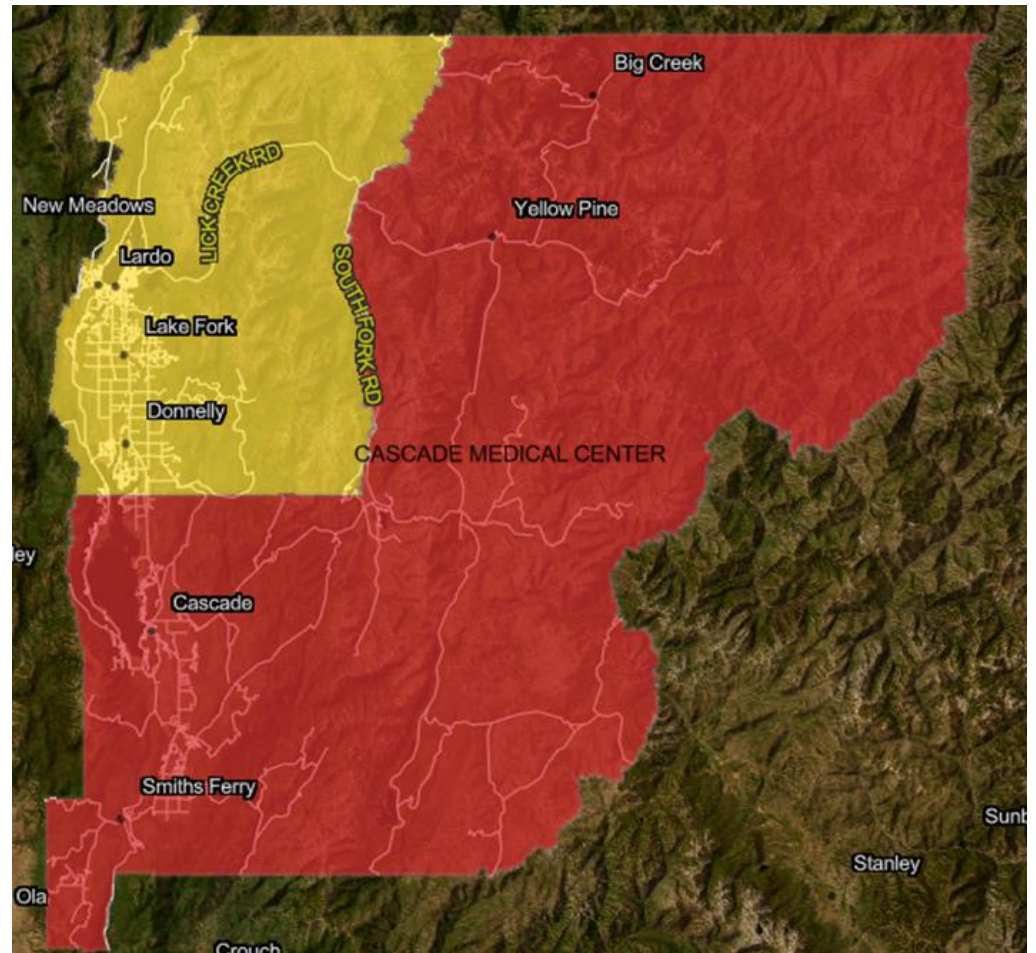
History, purpose, and relationship
with St. Luke's

MMHD: History and Purpose

- Established in 1984 to support local healthcare through tax funding and community representation
- Strong voter support (83%)
- Purpose: Improve public health by ensuring sustainable, locally governed healthcare

District Boundaries

- Covers western Valley County to Adams County line
- Includes Donnelly and Roseberry
- Not the same as county boundaries

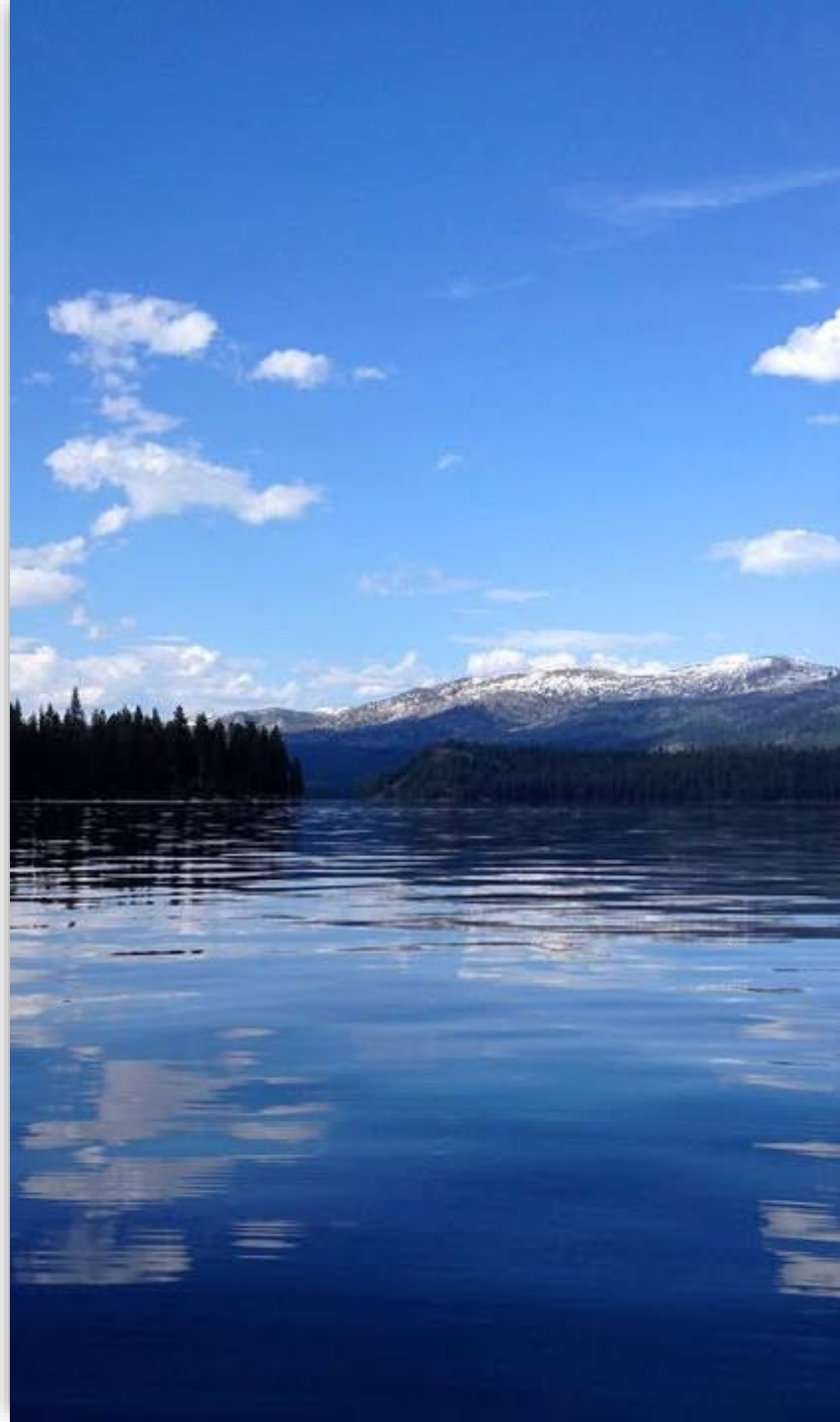


Regional Impact

- St. Luke's McCall serves Valley and Adams Counties, as well as Riggins
- Over half of patients live within MMHD
- Broader patient volume helps sustain critical healthcare services, such as emergency care and specialty services, locally.
- Regional service demand supports a well-equipped, well-staffed facility, directly benefiting the local community's health outcomes.

MMHD & St. Luke's Relationship

- Legal relationship formed in 2010, defined by:
 - Health Services Agreement
 - Lease option Agreement
- 86% voter approval
- Goal: Improve public health by ensuring sustainable, locally governed healthcare



Health Services Agreement

- Initial agreement signed in 2010 & restructured in 2016
- St. Luke's McCall assumed operational responsibilities and invested significantly including hospital expansion
- MMHD retained:
 - Land and asset ownership
 - Taxing authority
 - Local governance with community voice central in healthcare services, planning and priorities
- Improved access to care with no new taxpayer debt
 - Services like MRI, oncology and surgical care now available locally

LEASE OPTION AGREEMENT

St. Luke's and McCall Memorial Hospital District entered into a 25 year lease agreement, originated in 2016

Statement of Rents

St. Luke's healthcare investment, primarily in the expanded hospital, contributes to rent

St. Luke's rents include:

- Depreciation credit
- Rent credit - consists of all costs, fees, and assessments reasonably required to care for, manage, and protect Hospital Property. Including Insurance, Repairs and Maintenance, Repair and Maintenance Service Contracts, Ground Expense, Minor Improvements and Projects, Telephone, Utilities: Cable, Electricity, Sewer, Trash, Water, Fuel and Oil, and Property Tax.
- Capital improvements
- Administrative salary
- Loss (Gain) on asset disposal

Option to Acquire Assets

- St. Luke's option is to acquire buildings and equipment owned by MMHD but not land
- Through FY2024 total amount required for St. Luke's to acquire the assets, excluding the land is \$18,104,705.
- St. Luke's total expenditures of those listed in the Statement of Rents through FY2024 is \$97,139,560.
 - St. Luke's investment exceeds the minimum amount needed to exercise the option by \$79,034,810.

Hospital District Funding Process

update all slides from here on



COLLABORATIVE APPROACH

ST. LUKE'S MCCALL AND
DISTRICT BOARD IDENTIFY
AND DISCUSS PROJECTS
BEFORE FORMAL FUNDING
PROPOSAL



ANNUAL FUNDING REQUESTS

ST. LUKE'S MCCALL
REQUESTS FUNDING FOR
HEALTHCARE PROGRAMS
AND FACILITIES



BOARD APPROVAL

THE DISTRICT BOARD HAS
SOLE DISCRETION TO
APPROVE OR DECLINE
FUNDING REQUESTS



TAX LEVY

FUNDING IS GENERATED
VIA AN ANNUAL LEVY,
DECIDED BY THE HOSPITAL
DISTRICT BOARD.

Funding & Oversight

Monthly public meetings

Open funding process

Annual public budget hearing - August

St. Luke's provides monthly reports and quarterly funding metrics

District Board engages an independent auditor for annual financial reviews

Projects Funded - ***expand***



URGENT CARE



AIR ST. LUKE'S
GROUND TRANSPORT



AMBULANCE
SHELTER

Workforce Housing



District Mission: Ensure access to quality healthcare for community
Challenge: Affordable housing shortage impacts St. Luke's recruitment and retention of essential staff

Workforce Housing Project Impact:

- Support healthcare staff recruitment and retention
- Increases overall housing inventory in the region

Strategic Investment: Funds are used to protect regional health and wellbeing

What Happens if the Hospital District Dissolves?

Asset
Transfer

Disposal
Options

Land
Ownership

Community Engagement & Transparency



Monthly public board meetings



Website: mmhd.info



Open communication channels



'GET THE VOTE'
COMPLAINT



DISTRICT RESPONSE



Questions



Feedback