

LINCOLN COUNTY BOARD OF HEALTH
Wednesday, November 19, 2025 - 4:00 PM

MINUTES

1. Call Meeting to Order

Chair Miller called the meeting to order at 4:00 pm.

Present-in-Person: Dana Miller, Angela Cummings, Marguerite Lyskawa, Dr. Michael Clark, Dr. Corey Apprill, Kay Kissinger Wolf

Virtual Telephone: Christine Vorpapel

Absent/Excused: Laurie Thiel

Department Head(s) In-Person: Shelley Cohrs

Visitor(s): Kristin Bath

2. Pledge of Allegiance

3. Public Comment

Public Comment-None.

4. Approve Minutes of Previous Meeting(s)

M/S Lyskawa/Dr. Clark to approve the Board of Health Meeting Minutes from the 10/15/2025 meeting. Carried on a voice vote.

5. Questions and Answers on Director Written and Financial Report

a. Director Written Report

Director's Written Report was discussed and placed on file. There were food insecurity meetings that took place to promote resources. Three grants were received. Cohrs worked on getting them set up and going. There is legislation to start a death review team at the state level. It would be a review of what happened and to see if anything could be changed to facilitate a different outcome.

b. Financial Report

Director's Financial Report was reviewed and placed on file. Cohrs said they are on track to meet the budget this year. They will review what hasn't been purchased by the end of the year and see if they have enough funds to purchase what is still needed.

6. Approval of Director Expense Voucher

a. Cohrs November 2025 Expense Voucher

M/S Cummings/Lyskawa to approve Cohrs November 2025 Expense Voucher. Carried on a voice vote.

7. Google & Facebook Analytics Summary - Kristin Bath, Public Health Educator

a. LCHD Google & Facebook Analytics Summary

Kristin Bath provided a very helpful and thorough summary of Google and Facebook Analytics for the Health Department. The period of time covered was 1/1/2025 to 10/31/2025.

Google Analytics: Key metrics like views, active users, average engagement time per use, and activity like link clicks or form submissions. The top five most visited web pages were Licensing and Inspection, Social Connection Challenge, Food Pantries, Community Resources and Water Testing.

At approximately 4:22 pm Christine Vorpapel joined the meeting via telephone.

Facebook Analytics: The page has 3,367 followers. Over the reporting period, the page had 15,400 visits and gained 444 new followers, which is an upward trend. Posts about communicable diseases, immunizations, local events, and staff photos tend to receive high engagement. An ad promoting 988 and Narcan during Suicide Prevention Month showed good performance with a cost per link click of 44 cents, lower than the average of 69 cents. Bath explained that ad spending is typically grant-funded, with this particular campaign costing \$223 over 28 days.

Vorpapel commented that these analytics are high for this area. She also suggested giving prizes for shares and/or participation.

8. 2026 Action Plans for Community Health Improvement - Live Well Lincoln

a. Live Well Lincoln Workplans Summary

Live Well Lincoln Workplans Summary comprised of a discussion around the 2026 action plans for community health improvement managed by the Live Well Lincoln County leadership group and Aspirus. The two coalitions, Healthy Minds and Healthy Lifestyles, are transitioning to ad hoc community groups. The Live Well leadership team will approve actions and adhere to public meeting rules.

Healthy Lifestyles will concentrate on food insecurity. They will review food pantries, promote life stock boxes and gleaning. They will attempt partnerships with farmers market, the Salvation Army, Kinship, Haven, Our Sister's House and MAC home. Kissinger Wolf had good suggestions for contacts. Vorpapel also had many suggestions for enhancement of promoting prizes and getting more people involved. Dr. Apprill also had good suggestions for including church food pantries.

Healthy Minds will implement a "no return" book program for mental health books at libraries, promoting resource guides like 988 and a grief guide. They will host a poverty simulation event, which was last held in 2018, to help participants experience the challenges of finding resources. They will also have presentations at Head Start and schools, support the Raise Your Voice Club and repeat the social connection campaign.

9. Resolution to Accept Aspirus Donation for Seal a Smile Program

a. Resolution to Accept Aspirus Donation

M/S Vorpapel/Lyskawa to approve Resolution to Accept Aspirus Donation for Seal a Smile Program. Vorpapel to Author. Co-Sponsors to be Dana Miller, Angela Cummings, Marguerite Lyskawa, Dr. Michael Clark, Kay Kissinger Wolf, Dr. Corey Apprill. Motion carried on a voice vote. Forward resolution to full County Board.

10. Next Meeting Date; Agenda Items

Next Meeting Date: 12/17/2025 at 4:00 pm. Agenda Items: Transact RX update from Corporation Counsel review.

11. Adjourn

Chair Miller adjourned the meeting at 5:00 pm.