

# NOTICE

NOTICE IS HEREBY GIVEN THAT

A BCMH SALES TAX COMMITTEE MEETING  
WILL BE CONDUCTED AT 12:30 P.M. ON  
THURSDAY, APRIL 16, 2026  
IN MEETING ROOM A/B

THE TENTATIVE AGENDA OF THIS  
MEETING IS ATTACHED

For further details contact Katie Barbee at 660-200-7072 or via email at  
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Posted 4/14 at 4:00 P.M.

# **BATES COUNTY MEMORIAL HOSPITAL SALES TAX COMMITTEE MEETING AGENDA**

**April 16, 2026  
12:30 p.m.  
Meeting Room AB**

- I. Call to Order—Greg Weaver
- II. Old Business
  - A. Axiom Strategies Update
    - a. Review status of Letter of Engagement if received
    - b. Review proposed campaign budget (if received)
  - B. Campaign Direction Discussion
    - 1. Recap prior discussion points
      - a. Community education vs. advocacy approach
      - b. Communication risks (ambulance service, hospital perception)
      - c. Coordination with EMS and emergency responders
- III. New Business
  - A. Campaign Strategy Decisions
    - 1. Decide: Information Campaign vs. “Yes” Campaign
    - 2. Define overall campaign structure and goals
  - B. Letter of Engagement
    - 1. Review and send to board to approve/sign engagement with Axiom Strategies
  - C. Data & Messaging Development (PowerPoint Content)
    - 1. Assign responsibility and timeline (2 weeks) for:
      - a. Hospital quality stats/ratings
      - b. 10-year revenue trends (county support)
      - c. 10-year expense trends
      - d. Year-end balances (use of reserves vs. growth)
      - e. Current reserve balance
      - f. Ambulance service financials (income/expenses)
      - g. Previous ballot language and results
      - h. 2027 proposed ballot language
      - i. Property tax vs. sales tax comparison
      - j. Tough Q & A document
  - D. External Intelligence
    - 1. Review results of Vernon County hospital vote (Apr 7)
    - 2. Discuss implications for local strategy
  - E. Ambulance Service Strategy
    - 1. Evaluate options
      - a. Stand-alone ambulance district
      - b. Hospital-supported ambulance tax
    - 2. Discuss
      - a. Communication timing and approach
      - b. Coordination with EMS/first responders

- c. Potential letter to Missouri Department of Health and Senior Services (DHSS)
- d. Plan for local stakeholder engagement prior to public messaging

IV. Campaign Planning

- A. Campaign Plan Development
  - 1. High-level timeline and milestones
  - 2. Define success metrics
- B. Budget Discussion
  - 1. Establish campaign budget parameters
  - 2. Identify funding sources
- C. Leadership Structure
  - 1. Discuss formation of
    - a. "Yes" Committee
    - b. Community captains
- D. Outreach & Engagement Plan
  - 1. Open house events
  - 2. Community presentations
  - 3. Stakeholder meetings
- E. Communications Plan
  - 1. Social media strategy
  - 2. Messaging consistency and talking points

V. Volunteer Recruitment

- A. Strategy: Word of mouth and internal outreach
- B. Initial focus groups:
  - 1. BCMH employees
  - 2. EMS personnel
  - 3. Civic organizations (Rotary, Lions)
  - 4. Law enforcement

VI. Open Discussion

- A. Additional questions, concerns, or ideas

VII. Next Meeting Date

- A. Confirm date, time and location

VIII. Adjournment