



DESERT HEALTHCARE DISTRICT
DESERT HEALTHCARE DISTRICT
STRATEGIC PLANNING COMMITTEE
MEETING MINUTES
February 12, 2019

Directors Present	District Staff Present	Absent
President/Chair Jennifer Wortham, DrPH Director Karen Borja	Chris Christensen, Interim CEO and CFO Lisa Houston, COO Will Dean, Communications and Marketing Director Andrea S. Hayles, Clerk to the Board	Vice-President Les Zendle, MD

AGENDA ITEMS	DISCUSSION	ACTION
I. Call to Order	Chair Wortham called the meeting to order at 4:00 p.m.	
II. Approval of Agenda	Chair Wortham asked for a motion to approve the Agenda.	It was moved and seconded (Director Borja, President Wortham) to approve the agenda. Motion passed unanimously.
III. Public Comment	None	
IV. New Business 1. Mission 2. Vision	Chair Wortham described the Mission and Vision as outlined in the Strategic Plan explaining that the District should address the vision with health facilities and services and reaffirm the vision statement for any potential revisions. The committee requested a board agenda item for a Strategic Planning study session	



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<p>3. Goals</p> <p>a. Live Well Program</p> <p>b. Priorities- Milestones- Progress Measures</p>	<p>between February and March to discuss the direction of the board with health facilities and services, that also includes clarity to the vision statement.</p> <p>Chair Wortham explained that some agencies have adopted blue zones for social determinants of health in San Diego to learn more about their program goals. The county will be involved, and it is important for the Strategic Planning Committee to stay engaged, including staff to provide recommendations. Safety, education, and access to care are other factors for the determinants of health to identify gaps.</p> <p>Director Borja explained that staff should continue to attend the meetings for 30-90 days, then the District can determine the potential to participate and make considerations whether the District will drive the force or join.</p> <p>Chair Wortham explained that the District needs to structure a vehicle for execution of the strategic plan and determine outside parties' roles that will assist staff with the implementation.</p> <p>The committee requested a road map of milestones in a Gantt chart format for the strategic plan priorities, strategies, and outcomes that</p>	
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<p>4. Branding/Logo Options</p>	<p>includes committee members involvement outlined by year.</p> <p>Will Dean, Communications and Marketing Director, explained the logo and tagline options developed by the Leap Marketing consultants.</p> <p>Chair Wortham prefers the icons of people, but with changes to the red color such as green.</p> <p>Director Borja believes that Chair Wortham’s choice illustrating the icons of people should be refined more based on color.</p> <p>Advancing Community Wellness is the preferred tagline of both directors, but other taglines should be presented to the committee such as Live Well, Prosper and Flourish, or Elevate.</p> <p>The committee would like to meet again next week at the RAP Foundation conference room to review the updated logo on Tuesday, 02/19 at 5:30 p.m.</p>	
<p>IV. Adjournment</p>	<p>Chair Wortham adjourned the meeting at 5:33 p.m.</p>	<p><i>Audio recording available on the website at http://dhcd.org/Strategic-Planning-Committee 2019</i></p>

ATTEST: 
 Jennifer Wortham, DrPH, Chair/President, Strategic Planning Committee
 Desert Healthcare District Board of Directors
 Minutes respectfully submitted by Andrea S. Hayles, Clerk of the Board