



DESERT HEALTHCARE DISTRICT
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STRATEGIC PLANNING COMMITTEE
MEETING MINUTES
February 19, 2019

Directors Present	District Staff Present	Absent
Vice-President Les Zendle, MD 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	President/Chair Jennifer Wortham, DrPH

AGENDA ITEMS	DISCUSSION	ACTION
I. Call to Order	Vice-President Zendle called the meeting to order at 5:31 p.m.	
II. Approval of Agenda	Vice-President Zendle asked for a motion to approve the Agenda.	It was moved and seconded (Vice-President Zendle, Director Borja) to approve the agenda. Motion passed unanimously.
III. Public Comment	None	
IV. New Business	None	
V. Old Business 1. Branding/Logo Options	Chris Christensen, Interim CEO, explained the requests of the committee from the prior meeting to provide additional logos and taglines for review.	



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	<p>Logos - Vice-President Zendle favors the logo that incorporates sunrise/sunrays into the logo facing up with all the same font – not District and Foundation in smaller font.</p> <p>Director Borja prefers logo “F” included in the variations for Font Exploration. Logos 1 and 3 are preferred with changes to the teal font and smaller grouping. The District and Foundation should have darker colors as opposed to lighter colors.</p> <p>The committee recommended presenting to the Board for consideration Logos 1 and 3, one with font “F” and the other that includes all letters bolded in purple.</p> <p>Taglines - Vice-President Zendle also explained longer tagline examples such as language that coincides with the vision – connecting Coachella Valley residents to health and wellness, helping to achieve and promote equity, or access to health and wellness; experimenting with One Coachella Valley.</p> <p>The committee explored advancing wellness, advancing access, advancing healthcare to residents in the Coachella Valley, and advancing community wellness in the Coachella Valley, and removing</p>	
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	<p>Coachella Valley in some instances.</p> <p>The committee recommended presenting to the Board for consideration either “Advancing Community Wellness” or “Advancing Community Wellness in the Coachella Valley,” and will include the excluded logos and taglines in the Board packet.</p>	
<p>IV. Adjournment</p>	<p>Vice-President Zendle adjourned the meeting at 6:00 p.m.</p>	<p><i>Audio recording available on the website at http://dhcd.org/Strategic-Planning-Committee_2019</i></p>

ATTEST: _____
 Les Zendle, MD, Member, Strategic Planning Committee
 Vice-President, Desert Healthcare District Board of Directors

Minutes respectfully submitted by Andrea S. Hayles, Clerk of the Board