



**DESERT HEALTHCARE FOUNDATION
BOARD MEETING
Board of Directors
July 24, 2018
7:30 P.M.**

Or As Soon After The Adjournment of the Desert Healthcare District Board Meeting

Jerry Stergios Building, 2nd Floor
Arthur H. "Red" Motley Boardroom
1140 N. Indian Canyon Drive, Palm Springs, California 92262
This meeting is handicapped-accessible

Telephonic Location:

3030 Holiday Dr., Fort Lauderdale, FL 33316 – Treasurer Matthews

Page(s)	AGENDA	Item Type
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Any item on the agenda may result in Board Action

- | | | |
|--------------------|--|----------------------|
| <p>A.</p> | <p>CALL TO ORDER – President Zendle, MD
Roll Call
____ Director Wortham, DrPH ____ Director Hazen ____ Director Matthews
____ Vice-President/Secretary Rogers, RN ____ President Zendle</p> | <p></p> |
| <p>B.</p> | <p>APPROVAL OF AGENDA</p> | <p>Action</p> |
| <p>C.</p> | <p>PUBLIC COMMENT
At this time, comments from the audience may be made on items <u>not</u> listed on the agenda that are of public interest and within the subject-matter jurisdiction of the Foundation. The Board has a policy of limiting speakers to no more than three minutes. The Board cannot take action on items not listed on the agenda. Public input may be offered on agenda items when they come up for discussion and/or action.</p> | <p></p> |
| <p>D.</p> | <p>CONSENT AGENDA
All Consent Agenda item(s) listed below are considered to be routine by the Board of Directors and will be enacted by one motion. <u>There will be no separate discussion of items unless a Board member so requests, in which event the item(s) will be considered following approval of the Consent Agenda.</u></p> | <p>Action</p> |
| <p>3-5</p> | <p>1. BOARD MINUTES
a. Board of Directors Meeting June 26, 2018</p> | <p></p> |
| <p>6-14</p> | <p>2. FINANCE AND ADMINISTRATION
a. Approval Foundation Preliminary June 2018 Financial Statements
F&A Committee approved July 10, 2018</p> | <p></p> |



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Page(s)	AGENDA	Item Type
	E. DESERT HEALTHCARE FOUNDATION CEO REPORT	
15-16	F. FINANCE & ADMINISTRATION COMMITTEE 1. Draft Minutes of July 10, 2018 F&A Committee Meeting	Action
17-22	G. OLD BUSINESS 1. CVHIP Marketing Update	Information
23-24	2. Homelessness Initiative	Information
25-26	3. Behavioral Health Initiative	Information
	H. NEW BUSINESS	
	I. DIRECTOR'S COMMENTS & REPORTS	
	J. ADJOURNMENT	

DESERT HEALTHCARE
FOUNDATION

**DESERT HEALTHCARE FOUNDATION
BOARD OF DIRECTORS
MEETING MINUTES
June 26, 2018**

Directors Present	District Staff Present	Absent
President Zendle, MD Vice-President/Secretary Carole Rogers, RN Treasurer Mark Matthews Director Kay Hazen Director Jennifer Wortham, DrPH	Herb K. Schultz, CEO Lisa Houston, COO Chris Christensen, CFO Donna Craig, Senior Program Officer Alejandro Espinoza, Program Officer and Outreach Director Andrea S. Hayles, Clerk to the Board <u>Legal Counsel</u> Jeff Scott	

AGENDA ITEMS	DISCUSSION	ACTION
A. Call to Order Roll Call	President Zendle called the meeting to order at 7:45 p.m. The Clerk of the Board called the roll with all Directors present.	
B. Approval of Agenda	President Zendle asked for a motion to approve the Agenda.	#17-66 MOTION WAS MADE by Director Wortham and seconded by Director Matthews to approve the agenda. Motion passed unanimously.
C. Public Comment	No public comment.	
D. Consent Agenda D.1. Board Minutes D.1.a. Board Meeting May 22, 2018 D.2. Finance and Administration D.2.a. Consideration for approval Foundation May 2018 Financial Statements F&A approved June 12, 2018	President Zendle asked for a motion to approve the Consent Agenda.	#17-67 MOTION WAS MADE by Vice-President Rogers and seconded by Director Matthews approve the Consent Agenda. Motion passed unanimously. AYES – 5 Director Wortham, Director Hazen, Director Matthews, Vice-President Rogers, President Zendle NOES – 0 ABSTAIN – 0
E. Desert Healthcare Foundation CEO Report	No report was provided.	
F. Finance & Administration Committee		

**DESERT HEALTHCARE FOUNDATION
BOARD OF DIRECTORS
MEETING MINUTES
June 26, 2018**

<p>F.a. Draft Minutes of June 12, 2018 F&A Committee Meeting</p>	<p>Director Matthews explained the June 12, 2018 Draft Minutes.</p>	
<p>F.b. CVHIP Annual Maintenance – Healthify Service Agreement</p>	<p>Lisa Houston, COO, explained the \$43,000 renewal of the CVHIP service agreement contract with Healthify.</p>	<p>#17-68 MOTION WAS MADE by Director Wortham and seconded by Director Rogers to approve the CVHIP Annual Maintenance. Motion passed unanimously. AYES – 5 Director Wortham, Director Hazen, Director Matthews, Vice-President Rogers, President Zendle NOES – 0 ABSTAIN – 0</p>
<p>c. Consideration to approved Barbara Poppe and Associates Proposal NTE \$50,000 – Strategic Actions to Reduce Homelessness</p>	<p>Lisa Houston, COO, described the scope of work and proposed contract of the Barbara Poppe and Associates agreement for homelessness consulting.</p>	<p>#17-69 MOTION WAS MADE by Director Rogers and seconded by Director Zendle to approve the Barbara Poppe Agreement Motion passed unanimously. AYES – 5 Director Wortham, Director Hazen, Director Matthews, Vice-President Rogers, President Zendle NOES – 0 ABSTAIN – 0</p>
<p>d. FY 18-19 Annual Budget – Final Approval</p>	<p>Chris Christensen, CFO, outlined the revisions of the FY 18-19 Budget based on discussions and direction of the Board at the May meeting.</p>	<p>#17-70 MOTION WAS MADE by Director Zendle and seconded by Director Matthews to approve the FY 18-19 Final Budget. Motion passed unanimously AYES – 5 Director Wortham, Director Hazen, Director Matthews, Vice-President Rogers, President Zendle NOES – 0 ABSTAIN – 0</p>
<p>G. Old Business</p>	<p>None</p>	
<p>H. New Business</p>	<p>None</p>	
<p>I. Directors’ Comments & Reports</p>	<p>Director Hazen thanked the Staff for their work on the extensive Budget and Board Packets.</p>	

DESERT HEALTHCARE
FOUNDATION

**DESERT HEALTHCARE FOUNDATION
BOARD OF DIRECTORS
MEETING MINUTES
June 26, 2018**

J. Adjournment	President Zendle adjourned the meeting at 8:02 p.m.	Audio recording available on the website at http://dhcd.org/Agenda-Board-of-Directors
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ATTEST: _____
Carole Rogers, Vice-President/Secretary
Desert Healthcare District Board of Directors

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

DRAFT

DESERT HEALTHCARE FOUNDATION			
JUNE 2018 FINANCIAL STATEMENTS			
INDEX			
Preliminary			
Statement of Operations			
Balance sheet			
Allocation of Restricted Funds			
Deposit Detail			
Check Register			
Credit Card Expenditures			
Schedule of Grants			

Desert Healthcare Foundation
Profit & Loss Budget vs. Actual
 July 2017 through June 2018

Preliminary	MONTH			TOTAL		
	Jun 18	Budget	\$ Over Budget	Jul '17 - Jun 18	Budget	\$ Over Budget
Income						
4000 · Gifts and Contributions	80,000	33,333	46,667	226,403	604,998	(378,595)
4003 · Grants	3,000,000	0	3,000,000	5,200,166	499,999	4,700,167
4007 · Grant Income - RSS Jr	1,650		1,650	33,751		33,751
4116 · Bequests - Frederick Lowe	706	6,667	(5,961)	76,251	80,004	(3,753)
4130 · Misc. Income	0	83	(83)	0	996	(996)
8015 · Investment Interest Income	5,974	5,000	974	65,335	60,000	5,335
8030 · Change in Value of CRT's	0	500	(500)	515	6,000	(5,485)
8040 · Restr. Unrealized Gain/(Loss)	(8,264)	2,083	(10,347)	(49,499)	24,996	(74,495)
Total Income	3,080,066	47,666	3,032,400	5,552,929	1,276,993	4,275,936
Expense						
5001 · Accounting Services Expense	628	628	0	7,536	7,536	0
5010 · Bank Service Charges	0		0	32		32
5035 · Dues & Memberships Expense	0	100	(100)	21	1,200	(1,179)
5055 · Insurance Expense	0		0	136		136
5057 · Investment Fees Expense	1,015	1,933	(918)	18,302	23,196	(4,894)
5065 · Legal Costs Ongoing Expense	0	100	(100)	0	1,200	(1,200)
5101 · DHCD-Exp Alloc Wages& benefits	2,023	51,096	(49,073)	145,446	613,152	(467,706)
5105 · East Valley Office Expense	0	3,333	(3,333)	0	19,998	(19,998)
5106 · Marketing & Communications	38,759	20,833	17,926	81,168	249,996	(168,828)
5110 · Other Expenses	83	21	62	3,517	252	3,265
5115 · Postage & Shipping Expense	0	8	(8)	0	96	(96)
5120 · Professional Fees Expense	0	83	(83)	8,269	996	7,273
5210 · RSS Jr - Expense Clearing Acct	(967)		(967)	(1,179)		(1,179)
8051 · Major grant expense	(50,486)	25,000	(75,486)	219,680	300,000	(80,320)
8052 · Grant Expense - Collective/Mini	2,000,000	1,667	1,998,333	10,000,000	20,004	9,979,996
8053 · Grant Expense - RSS Jr	1,650		1,650	33,751		33,751
Total Expense	1,992,705	104,802	1,887,903	10,516,680	1,237,626	9,279,054
5054 · Social Services Fund	0	2,083	(2,083)	32,000	24,996	7,004
Net Income	1,087,361	(59,219)	1,146,580	(4,995,749)	14,371	(5,010,120)

Desert Healthcare Foundation
Balance Sheet
As of June 30, 2018

Preliminary	Jun 30, 18
ASSETS	
Current Assets	
Checking/Savings	
100 · CASH	
146 · Checking - Pacific Premier 6718	3,419,560
149 · Money Market - Pacific Premier	1,940
150 · Petty Cash	200
Total Checking/Savings	3,421,700
Accounts Receivable	
312 · Accounts Receivable - Other	1,000,000
324 · RSS Jr Receivable	24,700
Total Accounts Receivable	1,024,700
Other Current Assets	
476-486 · INVESTMENTS	
477 · Morgan Stanley-Investments	
477.2 · Unrealized Gain/(Loss)	(33,928)
477 · Morgan Stanley-Investments - Other	1,816,960
Total 477 · Morgan Stanley-Investments	1,783,032
486 · Merrill Lynch	
486.1 · Merrill Lynch Unrealized Gain	150,244
486 · Merrill Lynch - Other	606,094
Total 486 · Merrill Lynch	756,338
Total 476-486 · INVESTMENTS	2,539,370
500 · CONTRIBUTIONS -RCVB -CRTS	
515 · Contrib RCVB-Pressler CRT	66,928
530 · Contrib RCVB-Guerts CRT	119,011
Total 500 · CONTRIBUTIONS -RCVB -CRTS	185,939
601 · Prepaid Payables	3,000
Total Other Current Assets	2,728,309
Total Current Assets	7,174,708
Other Assets	
460 · Investments - Point Center Fin	
461 · Reserve - Point Center - Loan	(25,015)
460 · Investments - Point Center Fin - Other	25,015
Total Other Assets	-
TOTAL ASSETS	7,174,708

Desert Healthcare Foundation
Balance Sheet
As of June 30, 2018

Preliminary	Jun 30, 18
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	46,700
Other Current Liabilities	
2180 · Accrued Accounts Payable	51,222
2190 · Current - Grants payable	3,577,039
Total Other Current Liabilities	3,628,261
Total Current Liabilities	3,674,961
Long Term Liabilities	
2186 · Grants payable	200,000
2187 · East Valley Funding Liability	6,000,000
Total Long Term Liabilities	6,200,000
Total Liabilities	9,874,961
Equity	
3900 · Retained Earnings	2,295,496
Net Income	(4,995,749)
Total Equity	(2,700,253)
TOTAL LIABILITIES & EQUITY	7,174,708

DESERT HEALTHCARE FOUNDATION					
BALANCE SHEET 06/30/18					
ALLOCATION OF MAJOR CATEGORIES/LIABILITIES					
Preliminary		T/B	GENERAL	Restricted	
			Fund	Funds	Trusts
ASSETS					
	146 · Checking Pacific Premier 6718	3,419,560	2,048,108	1,371,452	
	149 · Money Market Pacific Premier Bank	1,940	1,940		
	150 · Petty Cash	200	200		
	Total 100 · CASH - UNRESTRICTED	3,421,700	2,050,248	1,371,452	-
	Accounts Receivable				
	321 - Accounts Receivable - Other	1,000,000	129,531	870,469	
	324- RSS Jr. Receivable	24,700	24,700		
	Total Accounts Receivable	1,024,700	154,231	870,469	-
	477 · Invt-Morgan Stanley				
	477.2 · Unrealized Gain	(33,928)	(33,928)		
	477 · Invt-Morgan Stanley	1,816,960	33,928	1,783,032	
	Total 477 · Invt-Morgan Stanley	1,783,032	-	1,783,032	-
	6441 486 · Merrill Lynch Unrealized Gain				
	486 · Merrill Lynch	150,244	-	150,244	
	486 · Merrill Lynch	606,094	-	606,094	
	Total 486 · Merrill Lynch	756,338	-	756,338	-
	515 · Contrib RCVB-Pressler CRT	66,928			66,928
	530 · Contrib RCVB-Guerts CRT	119,011			119,011
	601 - Prepaid payables	3,000	3,000		
	Total Current Assets	7,174,708	2,207,479	4,781,290	185,939
	TOTAL ASSETS	7,174,708	2,207,479	4,781,290	185,939
	LIABILITIES & EQUITY				
	Liabilities				
	Current Liabilities				
	Accounts Payable				
	1000 · Accounts Payable	46,700	46,700		
	2180 - Accrued Accounts Payable	51,222	51,222		
	2190 - Grants Payable - Current Portion	3,577,039		3,577,039	
	Total Current Liabilities	3,674,961	97,922	3,577,039	-
	2186 - Grant Payable - Long Term	200,000		200,000	
	2187 - East Valley Funding Liability	6,000,000		6,000,000	
	Total Liabilities	9,874,961	97,922	9,777,039	-
	Equity				
	3900 · Retained Earnings	2,295,496	2,109,557		185,939
	Net Income	(4,995,749)	-	(4,995,749)	
	Total Equity	(2,700,253)	2,109,557	(4,995,749)	185,939
	TOTAL LIABILITIES & EQUITY	7,174,708	2,207,479	4,781,290	185,939

Desert Healthcare Foundation
Deposit Detail
 June 2018

Preliminary Type	Date	Name	Amount
Deposit	06/15/2018		2,080,706
		Desert Healthcare Dist.	(2,000,000)
		Walter L. & Patricia Rootness	(80,000)
		Warner Music Group Services	(706)
TOTAL			(2,080,706)
Deposit	06/29/2018		4,522
		Riverside County Treasurer	(4,522)
TOTAL			(4,522)
Deposit	06/29/2018		751
		Fantasy Springs Resort Casino	(751)
TOTAL			(751)
		Total Deposits	2,085,979

Desert Healthcare Foundation
Check Register
As of June 30, 2018

Preliminary	Type	Date	Num	Name	Amount
	100 · CASH				
	146 · Checking - Pacific Premier 6718				
	Bill Pmt -Check	06/03/2018	10851	Alpha Media, LLC	(920)
	Bill Pmt -Check	06/03/2018	10852	Coachella Valley Assoc of Governments	(103,000)
	Bill Pmt -Check	06/03/2018	10853	Scott Van Dyke Studio	(150)
	Bill Pmt -Check	06/03/2018	10854	Vanessa Smith	(33)
	Bill Pmt -Check	06/07/2018	10855	Fantasy Springs Resort Casino	(4,900)
	Bill Pmt -Check	06/07/2018	10856	Fantasy Springs Resort Casino	(4,191)
	Bill Pmt -Check	06/08/2018	10857	Lamar Companies	(1,200)
	Bill Pmt -Check	06/08/2018	10858	O'Bayley Communications	(6,762)
	Bill Pmt -Check	06/15/2018	10859	Desert Entertainer/Desert Mobile Home New - VOID	0
	Bill Pmt -Check	06/15/2018	10860	KESQ News	(327)
	Bill Pmt -Check	06/15/2018	10861	The Desert Sun	(4,033)
	Bill Pmt -Check	06/15/2018	10862	Tidbits of Coachella Valley	(207)
	Bill Pmt -Check	06/15/2018	10863	TOP Shop	(358)
	Bill Pmt -Check	06/15/2018	10864	Vanessa Smith	(323)
	Bill Pmt -Check	06/17/2018	10865	Desert Entertainer/Desert Mobile Home New	(530)
	Bill Pmt -Check	06/18/2018	10866	Lake Research Partners	(3,943)
	Bill Pmt -Check	06/25/2018	10867	Cardmember Services	(93)
	Bill Pmt -Check	06/25/2018	10868	Moss, Levy & Hartzheim LLP	(3,000)
	Bill Pmt -Check	06/25/2018	10869	Vanessa Smith	(100)
	Bill Pmt -Check	06/28/2018	10870	Lamar Companies	(900)
	Bill Pmt -Check	06/29/2018	10871	CV Independent	(249)
	Bill Pmt -Check	06/29/2018	10874	Desert Recreation District	(18,551)
	Bill Pmt -Check	06/29/2018	10872	Digital Palm Springs - VOID	0
	Bill Pmt -Check	06/29/2018	10873	KMIR-TV	(871)
	Bill Pmt -Check	06/30/2018	10877	Desert Recreation District - VOID	0
	TOTAL				(154,641)

Desert Healthcare Foundation
Details for credit card Expenditures
Credit card purchases - May 2018 - Paid June 2018

Number of credit cards held by Foundation personnel - 2

Credit Card Limit - \$5,000

Credit Card Holders:

Herb Schultz - Chief Executive Officer

Chris Christensen - Chief Financial Officer

Routine types of charges:

Office Supplies, Dues for membership, Supplies for Projects, Programs, etc.

Year	Statement		Expense Type	Amount	Purpose
	Month Charged	Total Charges			
		\$ 92.70			
Chris' Statement:					
2018	May	\$ 10.00	Foundation		
			5106	\$ 10.00	Desert Sun subscription - marketing
				<u>\$ 10.00</u>	
Herb's Statement:					
2018	May	\$ 82.70	Foundation		
			5110	\$ 35.50	Ceo Meeting UCR Chancellor
				\$ 47.20	Late fee and interest
				<u>\$ 82.70</u>	

**DESERT HEALTHCARE FOUNDATION
OUTSTANDING GRANTS AND GRANT PAYMENT SCHEDULE**

June 30, 2018

TWELVE MONTHS ENDED JUNE 30, 2018

A/C 2190 and A/C 2186-Long term		6/30/2017 Open	New Grants Current Yr	Total Paid	6/30/2018 Open	
Grant ID Nos.	Name	BALANCE	2017-2018	July-June	BALANCE	
BOD - 11/21/13	Coachella Valley Health Portal 2014 and 2015 - \$200K	\$ 42,451		\$ 42,451	\$ -	HP
DHCD BOD 1/28/14	DHCD BOD - approved \$50K for Collective fund	\$ 27,757		\$ -	\$ 27,757	Shared Facility
	Reclass Unexpended Balance to Grant Expense				\$ (27,757)	
Donation	Cal Endowment - \$130K for collective fund	\$ 10,000		\$ -	\$ 10,000	Shared Facility
	Reclass Unexpended Balance to Grant Expense				\$ (10,000)	
	Mayor's Check recorded - \$100K HP	\$ 100,000		\$ 48,252	\$ 51,748	100 HP
	Mayor's Check recorded - \$100K HP	\$ 100,000		\$ -	\$ 100,000	100 HP
3/17/16 - Mayor's Race	Mayor's Check recorded - \$100K RSS	\$ 97,296		\$ 113,379	\$ (16,083)	RSS
BOD - 9/27/16 (#918)	Desert Highland Gateway Community Health & Wellness	\$ 39,788		\$ 27,059	\$ 12,730	DHG
	Reclass Unexpended Balance to Grant Expense				\$ (12,730)	
BOD - 7/25/17 (#937)	West Valley Homelessness Initiative - Matching Grant		\$ 2,000,000	\$ 618,000	\$ 1,382,000	Homelessness
BOD - 9/26/17- RSS	RSS Funds-From Investment Funds for additional 4th year		\$ 70,000	\$ -	\$ 70,000	RSS
TCE Grant 01/31/18	Cal Endowment - Community & Health Policy Analysts 12/1/17- 11/30/18		\$ 200,166	\$ 10,792	\$ 189,375	TCE
BOD - 04/24/18	Behavioral Health Initiative Collective Fund		\$ 2,000,000		\$ 2,000,000	
TOTAL GRANTS		\$ 417,292	\$ 4,270,166	\$ 859,933	\$ 3,777,039	
Summary: As of 06/30/18		\$ 217,292		A/C 2190	\$ 3,577,039	
Health Portal:	\$ 151,748	\$ 200,000		A/C 2186	\$ 200,000	
Swim	\$ 53,917	\$ 417,292		Total	\$ 3,777,039	
West Valley Homelessness Initiativ	\$ 1,382,000	\$ -		Diff	\$ -	
Cal Endowment-Analysts	\$ 189,375					
Behavioral Health Initiative Collecti	\$ 2,000,000					
Shared facility use:						
Cal Endow and School Dist	\$ -					
DHG:	\$ -					
Total	\$ 3,777,039					
Amts available/remaining for Grant/Programs - FY 2017-18:				FY17 Grant Budget		
Amount budgeted 2017-2018		\$ 300,000	\$ 300,000			
Amount granted year to date		\$ (4,270,166)				
Mini Grants:		\$ -				
Net adj - Grants not used:	Shared facility use(CalEnd & School), DHG	\$ 50,486				
Balance available for Grants/Programs		\$ (3,919,680)				



DESERT HEALTHCARE FOUNDATION
FINANCE, ADMINISTRATION, REAL ESTATE AND LEGAL COMMITTEE
MEETING MINUTES
July 10, 2018

Directors Present	District Staff Present	Absent
Chair/Treasurer Mark Matthews Director Jennifer Wortham, DrPH	Chris Christensen, Interim CEO & CFO Andrea S. Hayles, Clerk to the Board	Arthur Shorr, Community Member

AGENDA ITEMS	DISCUSSION	ACTION
I. Call to Order	Chair Matthews called the meeting to order at 3:36 p.m.	
II. Approval of Agenda	Chair Matthews asked for a motion to approve the Agenda.	It was moved and seconded (Chair Matthews, Director Wortham) to approve the agenda. Motion passed unanimously.
III. Public Comment	No public comment.	
IV. Approval of Minutes	Chair Matthews asked for a motion to approve the minutes of June 10, 2018.	It was moved and seconded (Chair Matthews, Director Wortham) to approve the agenda. Motion passed unanimously.
V. CEO Report	No CEO Report was presented.	
VI. Financial Reports	The Financial Reports were reviewed with Chris Christensen, Interim CEO. Mr. Christensen highlighted the \$6M accrual for expansion funding of \$300,000 per year, and he will contact the auditors to ensure Staff accuracy of the booking. The Board approved the Avery Trust funds transfer to the	It was moved and seconded (Chair Matthews, Director Wortham) to approve the June 2018 Foundation Financial Reports – items 1.-5 and forward to the Board for approval. Motion passed unanimously.

DESERT HEALTHCARE
FOUNDATION

DESERT HEALTHCARE FOUNDATION
FINANCE, ADMINISTRATION, REAL ESTATE AND LEGAL COMMITTEE
MEETING MINUTES
July 10, 2018

	<p>Foundation as a commitment for the expansion. Director Wortham asked if the Foundation could contribute monies from the Avery Trust fund for education on the air quality bond measure for the Salton Sea. Director Wortham also inquired about special taxing for the District.</p>	
<p>VII. Other Matters</p>		
<p>VIII. Adjournment</p>	<p>Chair Matthews adjourned the meeting at 3:41 p.m.</p>	<p><i>Audio recording available on the website at http://dhcd.org/Finance-and-Administration</i></p>

ATTEST: _____
 Mark Matthews, Chair Finance & Administration Committee/Treasurer
 Desert Healthcare Foundation Board of Directors

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



Date: July 24, 2018

To: Board of Directors

Subject: CVHIP Marketing Analytics Progress Report

Staff Recommendation:

Informational item only

Background:

CVHIP was relaunched in May 21, 2018 with a press conference and an approved \$40,000 Marketing budget for the first phase of a public marketing campaign by O'Bayley Communications. To date \$21,544 has been spent.

Discussion:

The first phase (May 21-August 15) of the public marketing campaign is limited, yet it has been successful to date in increasing the number of visitors to CVHIP.com while providing valuable on-going feedback and data on the impact of the current marketing strategies. The feedback and data gathered from this first phase has helped identify and determine future modifications to the placement and layout of the ads, the content of the landing page, what language/images resonated with the public, and other incremental changes, which will be implemented in the second phase of a much broader and extensive marketing campaign.

Staff has supported the efforts of the first phase of the marketing campaign by scheduling site visits/trainings with community-based organizations and other service providers to ensure their profile is current and train staff how to navigate and maximize their use of CVHIP.

With all these efforts in place to promote CVHIP, staff has been able to start analyzing the impact of the first phase of the public marketing campaign.

- Comparing the yearly data within a 60-day window from May to July, which includes the launch of the public marketing campaign (figure 3 and 4), we can see a:
 - An increase of 1,725 in the number of users and new users
 - An increase of 2,280 in the number of sessions
 - An increase of 8,882 in the number of page views
 - 11.66% reduction in the bounce rate (percentage of users who do not click beyond the home page)

Fiscal Impact: None currently

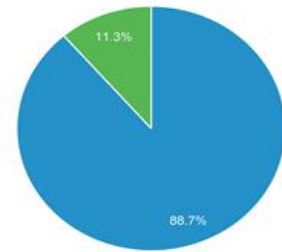


User Analytics

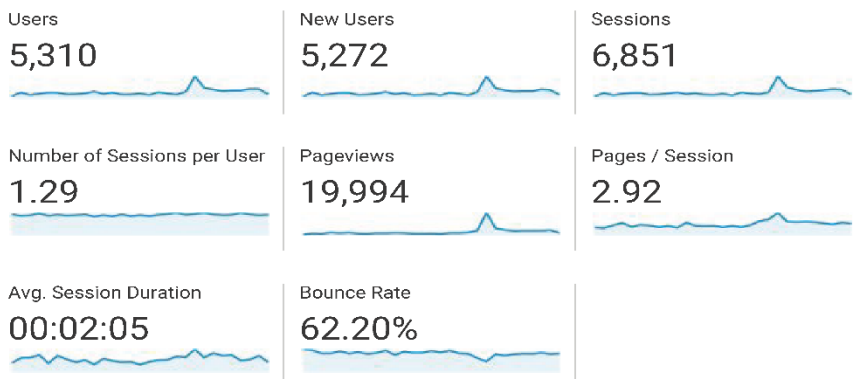
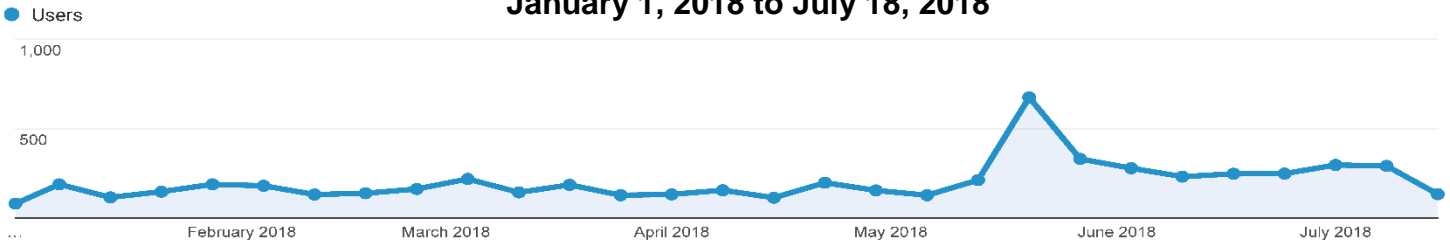
January 1, 2017 to July 18, 2017



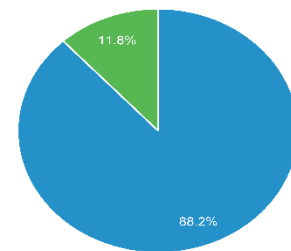
■ New Visitor ■ Returning Visitor



January 1, 2018 to July 18, 2018

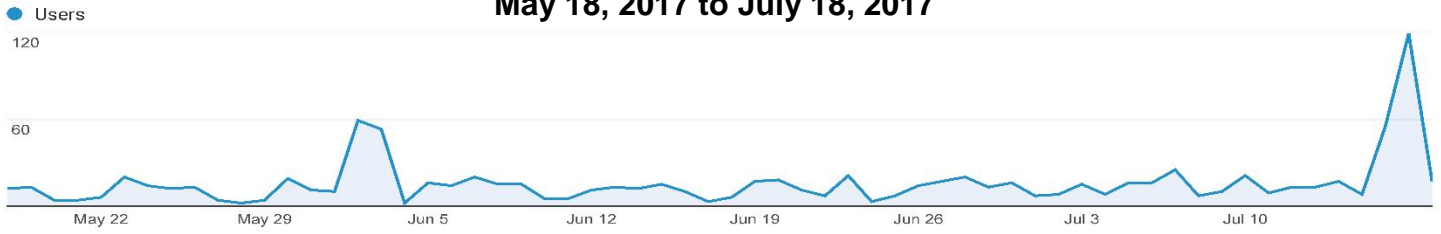


■ New Visitor ■ Returning Visitor

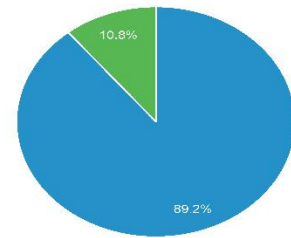




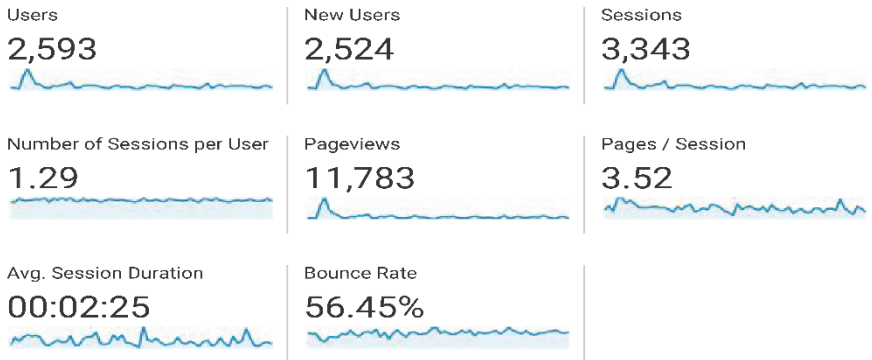
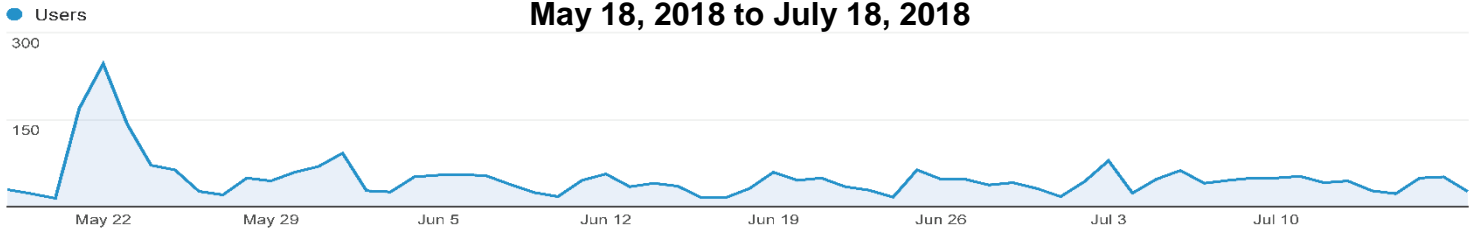
May 18, 2017 to July 18, 2017



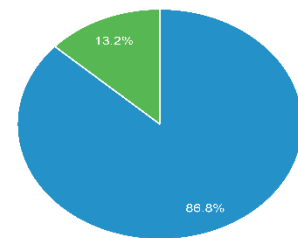
■ New Visitor ■ Returning Visitor



May 18, 2018 to July 18, 2018



■ New Visitor ■ Returning Visitor

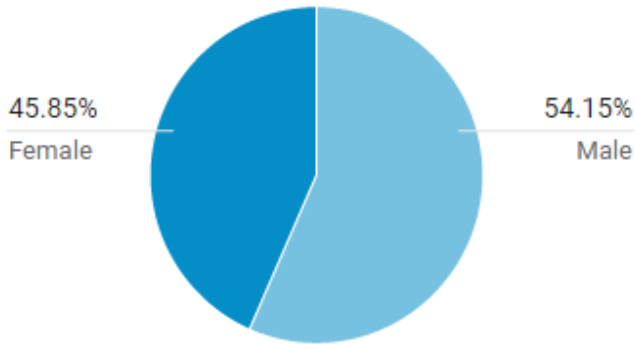




User Demographics

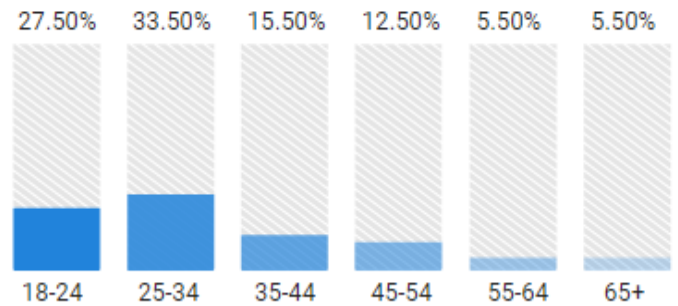
Gender

100% of total sessions



Age

100% of total sessions



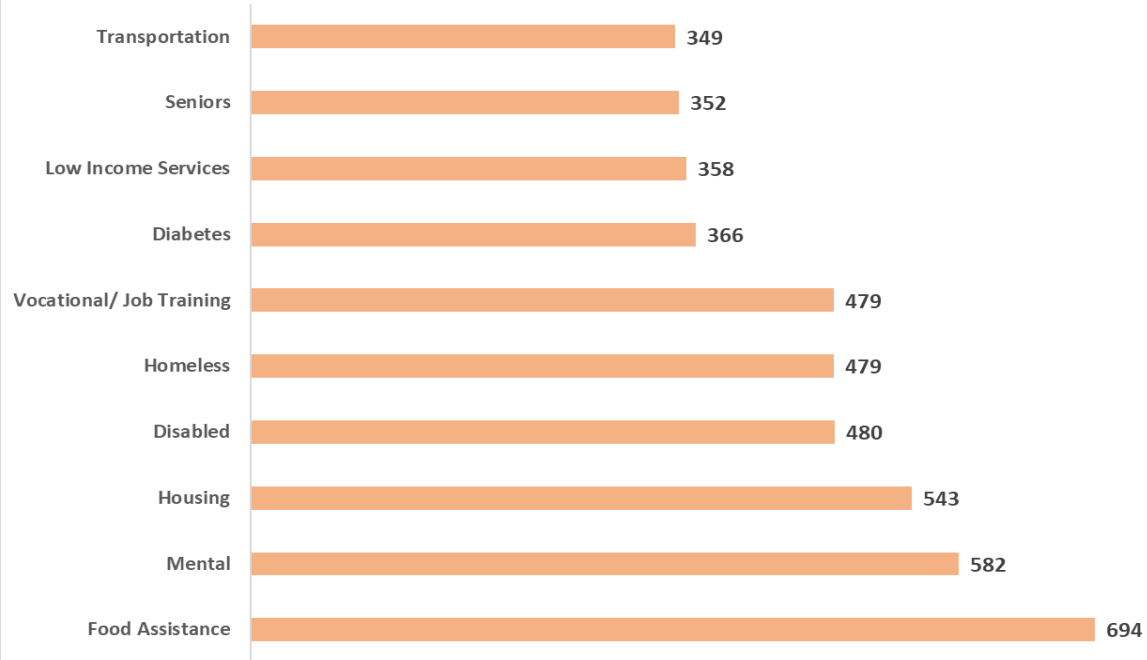
Top Searched Binders

May 18, 2018 to July 18, 2018

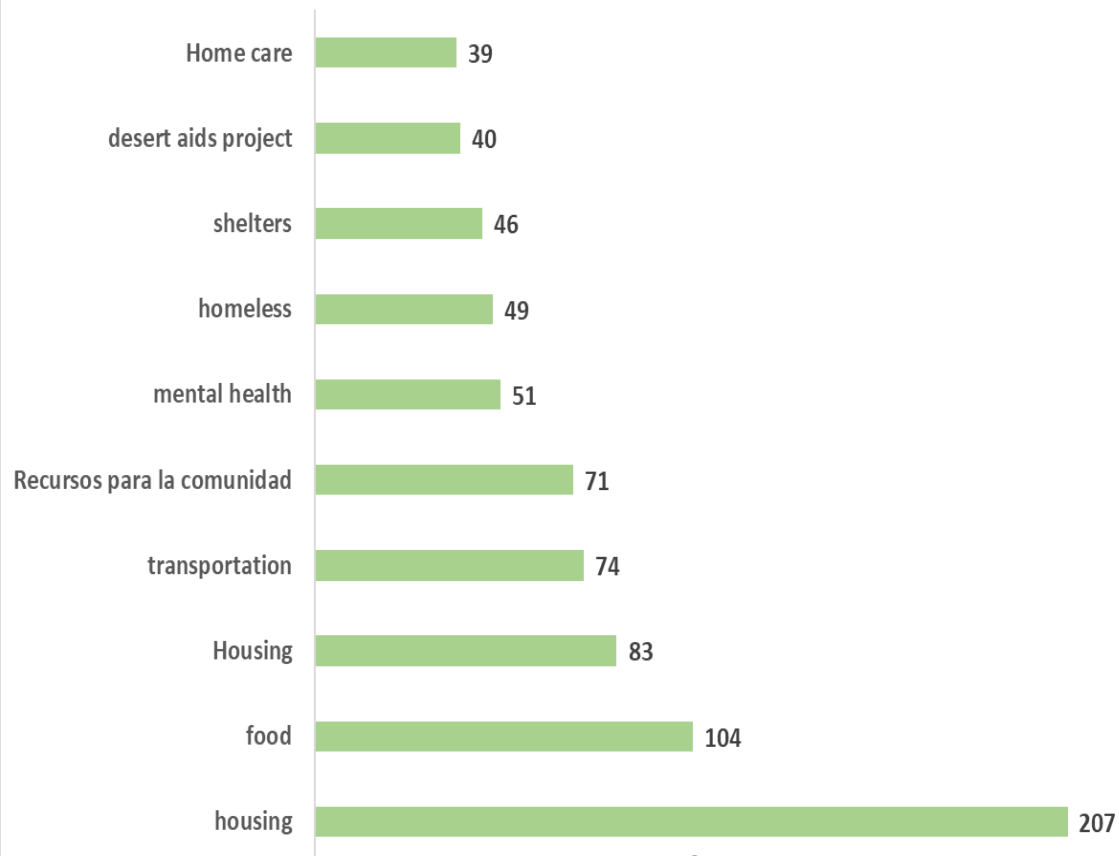
Page Title	Pageviews	Pageviews
	2,901 % of Total: 100.00% (2,901)	2,901 % of Total: 100.00% (2,901)
1. Coachella Valley Health Information Portal cvHIP	586	20.20%
2. Housing Coachella Valley Health Information Portal cvHIP	75	2.59%
3. Food Assistance Coachella Valley Health Information Portal cvHIP	61	2.10%
4. Mental Coachella Valley Health Information Portal cvHIP	46	1.59%
5. Affordable Housing Coachella Valley Health Information Portal cvHIP	40	1.38%
6. Vocational/ Job Training Coachella Valley Health Information Portal cvHIP	39	1.34%
7. Substance Abuse Coachella Valley Health Information Portal cvHIP	35	1.21%
8. Hospitals/Clinics/Urgent Care Coachella Valley Health Information Portal cvHIP	33	1.14%
9. Women, Infants and Children (WIC) Coachella Valley Health Information Portal cvHIP	32	1.10%
10. Disabled Coachella Valley Health Information Portal cvHIP	30	1.03%



Most Popular Binders (since January 2017)

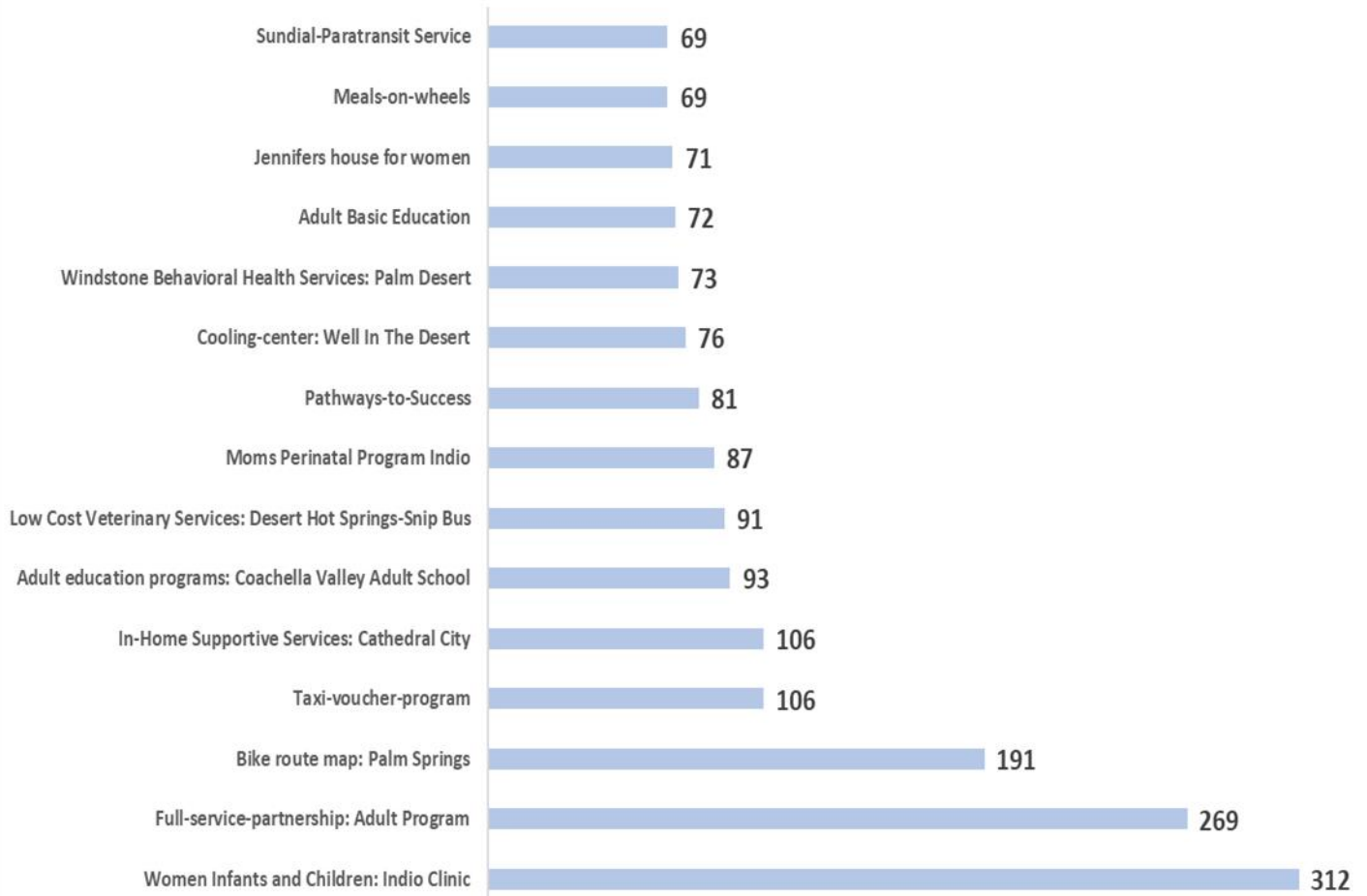


Top Search Terms (since January 2017)





Top Viewed Programs (since January 2017)





July 24, 2017

To: Board of Directors

Re: West Valley Homelessness Initiative Collective Fund Update

a. **City Council Check Presentations:**

The Desert Healthcare District/Foundation continues to recognize various cities' commitment and leadership in alleviating the homelessness crisis in the Coachella Valley. Continuing to educate and expand community awareness activities of the Board's ongoing short-term recommendations of the Board's West Valley Homelessness Initiative, District/Foundation Interim CEO Chris Christensen, in partnership with CVAG staff, presented a "check" for \$103,000 to the City of La Quinta on July 17, 2018 acknowledging that this is the Foundation's match to the city's \$103,000 contribution to CVAG's Coachella Valley Housing First (formerly known as the West Valley Homeless Navigation program).

b. **Total Match Payments to CVAG's CV Housing First program including the District's contribution:**
\$618,000

c. **MOU with CVAG and Progress Report:**

The progress report submitted by Path of Life Ministries to CVAG covers the time period of July 1, 2017 through May 31, 2018 outlined the successes, challenges, and barriers of the Coachella Valley Housing First (formerly known as the West Valley Housing Navigation Program). Staff has met with Path of Life and CVAG representatives to further understand the challenges and obstacles as well as the comparison of data supplied by the HARC evaluation of the program. Many of the 11 deliverables did exceed the projected outcomes with each deliverable outlining the numbers served (projected and current outcomes), notes and learnings, and anticipations for the future. With a follow up to the meeting, staff did a deeper dive on the deliverables of the progress report and asked pointed questions for clarification, of which detailed & objective answers were received. This gave staff a better picture of how CV Housing First is progressing. The biggest take away? *Lack of rooftops to place the homeless.*

With the District's matching funds initiative, the operating budget is \$1,574,211, of which in the past 11 months \$758,178.49 was expended, which also includes \$4,400 for HARC's evaluation and \$1,463.40 for insurance.

Path of Life/CV Housing First breakdown includes:

\$64,730 on upfront program expenses; \$408,564.75 on fixed monthly expenses; and \$279,315.09 on variable monthly expenses, such as rental assistance, rapid re-housing, utility payments, food, laundry assistance, bus passes, scattered site emergency units, maid service, repair/eviction contingencies, utility deposits, motel costs, and special needs.

As of May 31, 2018, the budget balance was \$816,032.51.

d. **MOU with the City of Palm Springs**

The MOU between the City of Palm Springs and Desert Healthcare Foundation,

The MOU: \$450,000 in matched funds from the collective fund:

- For expanded personnel for the City's Mental Health Housing Crisis Response Team (\$350,000) – there has been a delay in the hiring process from the County's side, with recruitment being difficult. At the end of June 2018 one member of the team has been hired and another candidate rejected the offer. The County is attempting to find a “loaner”.
- Case management/employment specialists wrap-around services (\$100,000) – Martha's Village and Kitchen has been approved and will begin the services out of the Well In The Desert by the end of July/August 1st.

e. **WELL IN THE DESERT:** PS City Council approved \$75,000 for funding to the Well that includes extra funds to cover increased costs for the summer cooling site

f. **CITY OF PALM DESERT:** Staff met with City of Palm Desert staff from Community Development to learn more about the District's matching partnership with the City of Palm Springs Mental Health Housing Crisis Team and how it could possibly be replicated for homeless outreach in the City of Palm Desert. However, from the lessons learned from the Path of Life progress report, DHCD staff and PD staff grasp the number one barrier – lack of housing units to place the homeless.

g. **BARBARA POPPE AND ASSOCIATES – HOMELESS CONSULTANT:** in a phone conference with Barbara, staff (Lisa, Donna, Meghan & Annalisa) and Vice President Carole Rogers, the project plan was discussed; the timeline was strengthened; data collecting and gathering was clarified; and individuals were tasked with responsibilities for a report back/checking in phone conference on August 3rd to review initial information and determined next steps.



Date: July 24, 2018

To: Board of Directors - Foundation

Subject: Behavioral Health Collective Fund Initiative Update

Staff Update:

Staff continues to prepare for the upcoming August 1, 2018 Blue Ribbon – “Behavioral Health” Committee meeting to share our findings from the collection of data from the three hospitals regarding 5150’s and the continued meetings with both Management level and frontline staff to understand the challenges, obstacles and potential solutions to lowering the ER admission rates. It is Staff’s intention to bring forward to the BOD meeting in September 2018 proposed measurable outcomes for short term interventions (Feb 27 BOD Meeting) as staff works towards the construction of a universal Strategic Plan with a community Vision (March 27 BOD Meeting).

Staff continues to work on the two proposed concepts of a Mobile Medical Unit and School-based Peer to Peer program to potentially meet short term interventions – currently both are on target from the proposed time line. However, the Mobile Medical Clinic has presented itself to potentially become a significant strategy that has a nexus tied to both Homelessness and Behavioral Health initiatives and current District Strategic Plan.

UCR School of Medicine Mobile Clinic – After preliminary research, staff has identified significant resources of case studies and programs that are being operated throughout the country. The Mobile Health Clinic is becoming one of the fastest growing cost-effective delivery models that improves Health outcomes in underserved and vulnerable populations. It is a vehicle that can be used to reduce logistical barriers to care and access to both Primary and Behavioral Health supported by wrap around services such as food and case management. Staff will be looking to the Board of Directors for further guidance on how to proceed.

Peer to Peer Mindful Resilience Program - Staff and our intern, Kayla, met with the Behavioral Health A Team (One Future CV) and School representatives to work on the concept of a curriculum to be integrated into the Desert Hot Springs High School Public Safety Academy and the Education Awareness Academy. It was at this meeting that the identification of all Behavioral Health programs and resources available for students was a tool not easily accessible. Kayla has embraced this challenge

and is working diligently to create an asset map of all programs being offered at our schools throughout the Coachella Valley. – Please see attached PSUD example.

Next steps - Staff will be meeting on July 25 with the A-Team leads and selected teachers to further the conversation on how the Mindful Resilience Program can be integrated into the existing academy's covering off all subject areas: Bullying, Mental Health stigma reduction, Depression and Anxiety, Healthy relationships, Substance Abuse and Peer Support.