



**ABSENT:**  
**Motion Passed 5-0**

**NEW BUSINESS**

Review of initial draft Three (3) – Year Strategic Plan (FY17-18, FY18-19, FY19-20).

- Herb K. Schultz, CEO, outlined his Staff Report and the Mission and Vision of the District/Foundation explaining the Draft Strategic Plan.
- Mr. Schultz introduced Bobbie Wunsch, Consultant, Pacific Health Consulting Group.
- Ms. Wunsch reminded the Board that the draft is based on the Board and Public comments at the Special Strategic Plan Meeting Sessions.
- Ms. Wunsch outlined the Strategic Priorities that will guide the work of the District/Foundation.
- Vice-President Hazen explained that Health Facilities, East Valley Expansion, and meeting Community Needs were the three overarching priorities.
- Director Zendle’s focus is on Health Facilities and Services. Information and Community corresponds with the priorities and Public Policy is important to the overall vision.

Public Comments

- Brad Gilbert, MD, CEO, Inland Empire Health Plan emphasized the services of the Plan.

**NEW BUSINESS CONTINUED**

- Rafael Gomez, Consultant, Pacific Health Consulting Group detailed the Community Health Focus Areas.
- President Rogers suggests collaborations with the existing services in the Valley.
- Director Wortham proposed that the Board explore integrating Behavioral Health with Primary Care.
- Director Zendle stated that the District has an accountability to ensure the Quality and Safety items are addressed, and recommends including facilities to services and programs.

Public Comments

- Jerome Estes, RN, San Geronio Memorial Hospital remarked that Behavioral Health and Homelessness are two separate issues.
- Gema Kim, MD, UCR School of Medicine explained that primary care is encompassed under one umbrella.
- Linda Barrack, CEO, Martha’s Village inquired about the prominent role of mental health issues. Director Zendle explained that the Board wants to ensure that the behavioral health needs of the community are met.
- Carole Dozier, San Geronio Memorial Hospital emphasized the shortage of psychiatrist and the District collaborating with the hospital since they serve 40% of the population.
- Linda Barrack, CEO, Martha’s Village suggests defining homelessness since some live-in cars and motels.
- Chantel Schuering, Community Relations Director, FIND Food Bank explained the relevance of maintaining behavioral health services as a top priority including healthy eating and active living.

- Jerome Estes, RN, San Gorgonio Memorial Hospital described the importance of collaborations. Mr. Estes also stated that housing is not included in the Plan. Vice-President Hazen explained that the Board Meeting has discussed housing as it relates to the homeless.

#### **NEW BUSINESS CONTINUED**

- Bobbie Wunsch, Consultant, Pacific Health Consulting Group explained that the five priorities and proposed strategies and outcomes may be restructured based on the comments.
- President Rogers stated that the consultants can assist with the philanthropic organizations for measuring outcomes.
- Dr. Zendle explained that the Board should be careful with the outcome measurements as it takes time to consider the results.

#### **Public Comments**

- Alexis Ortega, Manager, LGBT Center inquired about the role of the Foundation with the philanthropy. Herb K. Schultz, CEO, explained the Foundations role and the distribution of funding.
- Rafael Gomez, Consultant, Pacific Health Consulting Group explained that the District/Foundation is promoting stable high-quality services that respond to the community needs which also includes Desert Regional Medical Center facility solutions.
- Director Matthews explained the seismic issues that must be completed by 2030 and how those matters impact the expansion.
- Gary Rotto, Senior Vice-President, Borrego Health questioned strategies 1.1 and 1.2 and how the strategies overlap with one another. Mr. Schultz summarized how the two strategies are related.
- Jerome Estes, RN, San Gorgonio Memorial Hospital inquired on the hospitals involvement with strategy 2.1. Director Matthews explained how the District will collaborate with the hospital and aspects of the lease renewal.

#### **NEW BUSINESS CONTINUED**

- Bobbie Wunsch, Consultant, Pacific Health Consulting Group outlined strategies 3 and 4 - Information and Community Education and Public Policy.
- President Rogers inquired with the public on the use of cvHIP.
- Alexis Ortega, Manager, LGBT Center stated that the LGBT Center staff uses cvHIP as a resource for clients.
- President Rogers stated that the majority of the public is not aware of the District or the services the District provides.
- Vice-President Hazen explained District awareness and perception is an outcome for educating the community about the programs and services.
- Rafael Gomez, Consultant, Pacific Health Consulting Group outlined the Public Policy strategies and outcomes.
- Vice-President Hazen recommends revising the Public Policy outcome by stating “up to” 4 policy forums per year with the community.

- Ms. Wunsch provided details on the East Valley Expansion priority including the strategies and outcomes.
- Director Zendle does not consider an East Valley office as a necessity at this time.
- Vice-President Hazen stated that the opening of the East Valley office should wait until November 2018.
- Herb K. Schultz, CEO explained that the East Valley community recommended the Districts presence in the East based on the Town Hall Forums.
- President Rogers stated that the community should be aware of the funding source when potentially opening the East Valley office.
- Mr. Schultz explained to the public the potential funding sources of the Expansion.
- Vice-President Hazen proposed changes that are stronger and committed to the language in the priority section of the East Valley Expansion.
- Blaise Jackson, Legal Counsel explained the advocacy and information for informing the public and providing a balance format for an educational process on the November 2018 ballot.

#### Public Comments

- Alexis Ortega, Manager, LGBT Center suggested more Spanish speaking materials for engaging the East Valley residents.
- Chantel Schuering, Community Relations Director, FIND Food Bank explained that the communities in the Coachella Valley are not siloed. The District should view the Valley in its entirety.
- Director Matthews recommends scheduling Board Meetings in the East Valley for more community engagement.

#### **NEW BUSINESS CONTINUED**

- Rafael Gomez, Consultant, Pacific Health Consulting Group outlined the Community Health Focus Areas.
- The proposed Infrastructure Plan was outlined by Mr. Schultz with changes to the existing Staff and newly recommended positions.
- Vice-President Hazen requested an explanation of the COO and Programs Officer positions. Mr. Schultz explained the current CFO/COO role and the need for a companion piece for the day-to-day operations.
- Director Zendle stated that there is no rush with a July 1 start date and inquired on the additional District funds necessary for the newly proposed positions.
- Chris Christensen, CFO/COO explained that there are no additional property tax revenue supporting the District, but to prepare for the potential growth, the District must move forward.
- Mr. Schultz explained that the Health Policy Analyst position will be a two-year grant funded position.
- Director Matthews detailed the end of the year cash balance for FY17-18.
- President Rogers recommended a discussion on the proposed Infrastructure Plan.
- Gary Rotto, Senior Vice-President, Borrego Health remarked that with the proposed organizational chart, the District can use the positions to carry out the goals of the Strategic

Plan. Mr. Schultz added that the organizational chart coincides with the District's new Vision.

**NEXT STEPS**

- Herb K. Schultz, CEO explained the next steps of the Board of implementing the Strategic Plan.
- Director Zendle inquired on the method of the budgeted funding for the grants programs and its relations to the priorities, strategies, and outcomes.
- Vice-President Haze explained that in the past, the Board separated the grant funding with the budget. The Board may return to innovative grant-making and grant requests that do not fit in the individual categories.

**ADJOURNMENT**

The meeting adjourned at 7:49 p.m.

ATTEST: \_\_\_\_\_  
Kay Hazen, Vice-President/Secretary  
Desert Healthcare District Board of Directors

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