

**MINUTES OF THE JULY 15, 2014 REGULAR MEETING OF THE
PETALUMA HEALTH CARE DISTRICT BOARD OF DIRECTORS**

CALL TO ORDER:

President Thornton called the meeting to order at 12:15pm in the building conference room at 1425 N. McDowell Blvd.

The Petaluma Health Care District mission and vision was read by Director Powell.

PRESENT:

Elece Hempel, Member-At-Large
Robert Ostroff, MD, Treasurer
Kathie Powell, MS, Vice President
Josephine S. Thornton, MA, President

ABSENT:

Fran Adams, RN, BSN, Secretary

ALSO PRESENT:

Suzanne Cochrane, Board Clerk, PHCD
Ramona Faith, CEO, PHCD
Kathy Ficco, Community Member
Erin Hawkins, Community Outreach Manager, PHCD
Jane Read, VP of Operations, PVH

CALL FOR CONFLICT:

There was no conflict of interest agenda items noted.

CONSENT CALENDAR:

A motion was made by Director Ostroff, seconded by Director Hempel to approve the July 15, 2014 Agenda and the June 17, 2014 minutes. This motion was passed by a vote of 4 ayes (Directors: Hempel, Ostroff, Powell, Thornton) and 1 absent (Director Adams).

PUBLIC COMMENTS:

There were no public comments.

BOARD COMMENTS:

There were no board comments.

ADMINISTRATIVE REPORT:

CEO Update:

A video from the Robert Wood Johnson Foundation titled “What does it mean to build a Culture of Health?” was shown.

The Board had no additional questions relative to the CEO Report.

Ramona Faith, CEO, announced that Andrew Koblick was selected as the interim Director of Finance. Mr. Koblick will be available to work 12 to 16 hours per week with a focus on preparing for the Audit that is scheduled for August 25-28, 2014.

Ms. Faith will be scheduling a phone meeting with a representative from Blue Zone to discuss their program and how it might benefit Petaluma. Beach Cities has implemented this program with positive community health measurable outcomes.

The District has entered into an agreement with Dominican College for two interns to work in our Lifeline Department. In addition, we have three volunteers that are working on various projects of the District. These volunteers submitted a request to volunteer from the District’s Website, were interviewed on their interests and then placed in an area that fits both their need and the District’s need. Two of the three volunteers are part of the HeartSafe team as one has nursing experience and one with hospital management experience.

ACHD (Association of California Healthcare Districts) and CSDA (California Special District Association) have recently implemented certification programs for Districts. The District is currently gathering certification criteria to seek certification in January.

Ramona Faith has applied to be a member of the ACHD Education Committee.

The District has partnered with St. Joseph Health and Western Health Advantage in the Kids/Family Section for the Rivertown Revival event scheduled for July 19, 2014. Participants will be able to assemble their own first aid kits at this event.

President’s Report:

President Thornton will be distributing CEO Evaluation forms for Board input to be completed and submitted before the August Board meeting.

Board Governance meeting has been scheduled for August 19, 2014.

FISCAL SUSTAINABILITY:

As of May 31, 2014 the Statement of Net Assets reflected assets of \$12,569,951 and liabilities and deferred revenue of \$1,686,218 leaving the net fund balance at \$10,883,733.

The May 2014 monthly Statement of Revenue and Expense shows a loss of \$104,713 which is \$24,150 more than the budgeted loss of \$80,563.

A motion was made by Director Powell seconded by Director Hempel to approve the May 31, 2014 Financials. This motion was passed by a votes of 4 ayes (Directors: Thornton, Powell, Ostroff, Hempel) and 1 absent (Director Adams).

MEDICALLY INTEGRATED HEALTH & FITNESS CENTER PROPOSAL:

Ramona Faith distributed Phase II Business Plan of the Medically Integrated Health and Fitness Center proposal prepared by Meritage Healthcare Strategies. Directors reviewed the Executive Summary of the report and supported Ms. Faith moving forward in conducting follow up meetings with key community members to explore commitment levels of partnership entities.

PETALUMA HEALTH CENTER:

Director Powell provided an update on the Petaluma Health Center. A Petaluma Area Chamber of Commerce Business After Hours celebrating the New Demonstration Kitchen is scheduled for Thursday, July 17, 2014 with ribbon cutting occurring at 5:30pm.

PHC will be applying for a Federal Grant for the Rohnert Park facility.

Director Powell will be taking a sabbatical starting September 9th with Pedro Toledo representing the Petaluma Health Center.

The Health Center will be occupying a space at COTS. Optometry services will now be offered at Petaluma Health Center with Dr. Weeks providing the service one day per week. The Health Center's first Joint Commission Survey is scheduled for December, 2014.

PETALUMA PEOPLE SERVICES CENTER:

Petaluma Bounty, a program of the Petaluma People Services Center, is holding a fund raiser titled Brew and Bites for Bounty at Lagunitas on July 15, 2014.

In addition, Petaluma Bounty has received a grant from Kaiser Permanente for \$10,000 to improve access to healthy food for low-income residents seeking more fruits and vegetables.

Petaluma People Services Center is looking to expand their volunteer base, revise their scheduling system to better accommodate those needing rides and to expand their meals on wheels program.

PETALUMA VALLEY HOSPITAL:

President Thornton will be participating on a PVH Growth Potential Steering Committee with their first meeting scheduled for next week.

Jane Read, VP of Operations at Petaluma Valley Hospital reported end of year financials are not available until August. Reimbursements from the Affordable Care Act are still unclear. Census has increased at Santa Rosa Memorial Hospital and Petaluma Valley Hospital due to the recent closure of Palm Drive Hospital. The Urgent Care Clinics continue to be utilized and a discussion with Petaluma Health Center regarding serving their client's needs has been scheduled.

The new Nursing Interim Director has moved her office to the second floor to be more readily available to staff. There has been an improvement in patient satisfaction scores due to the implementation of using unit base council and staff.

The Executive Management Team is working on Strategic Goals for 2015-2018. Issues related to physician usage of the Medi Tech system are being addressed with the assistance of a physician experienced in the Medi Tech system readily available in the Sonoma County area.

INFRASTRUCTURE DEVELOPMENT:

Ramona Faith reported notices have been posted in the Argus Courier for the two open board vacancies. Nominations for office in our district opened on July 14, 2014 and closes on August 8, 2014. If an incumbent fails to file during the nomination period, there will be a five day extension through 5:00pm on August 13, 2014.

INFORMATIONAL ITEMS:

Upcoming events, letters of acknowledgement and articles of interest were included in the Board packet.

Directors interested in attending the Petaluma Educational Foundation (Sept. 6th) and/or the Center for Wellbeing Luncheon (Sept. 12th) were to contact Suzanne Cochrane, Board Clerk by August 1, 2014.

CHIPA PRESENTATION:

Erin Hawkins, Community Outreach Program Manager for PHCD, provided an update on the Community Health Initiative of the Petaluma Area (CHIPA), an Advisory Committee of the Petaluma Health Care District Board of Directors and a local chapter of Health Action.

CHIPA provides leadership in identifying local community health priorities and taking action to engage in policy, system, and environmental change to improve local health outcomes. This will be accomplished through collaboration and partnership with key community, health care and business leaders, local capacity building, and alignment with Health Action goals.

Ms. Hawkins reported that CHIPA is currently working on two of the five strategic priorities identified by the Board of Directors. The two priorities are: Community Health and Collaboration and Partnerships. In addition to supporting these two strategic goals, CHIPA is an active and leading Health Action Chapter. CHIPA has been presented as a model for the other five Health Action Chapters and we have been asked to present our work in front of the Health Action steering committee and to participate on Health Action Grant review committees. In addition, KRCB will be producing a small Health Connect film on CHIPA.

Ms. Hawkins reviewed the 2013-14 Achievements as follows:

- CHIPA membership has expanded to 63 members.
- General CHIPA meetings are held on a quarterly basis and serve as a networking, sharing, and learning forum.

- CHIPA established Work Groups that have identified strategies and are taking action. Work Groups include:
 - Cradle to Career – Educational Attainment
 - South County Behavioral/Mental Health Collaborative
 - Wellness and Prevention
- Funding, action, and recognition

Ms. Hawkins reviewed the goals established by the three work groups and updated the Board on the progress of their goals.

In addition to the three work groups mentioned above, HeartSafe Community Program is another District community health initiative. The group has conducted a SWOT analysis and developed specific strategies to achieve HeartSafe recognition. Erin also provides support in developing agendas and marketing materials and coordination of HeartSafe meetings.

The District has worked with the ANAD/Eating Disorder Group, to develop a system to track patient outcomes and identify additional local support programs for patients and families.

Additional actions taken this year include the Affordable Care Act forum, funding support for the Healthy for Life program at Old Adobe Union School District, research on school Wellness Programs/Policies, Earn It Keep It Save It programs, and additional funding for PHC kitchen project.

The Agenda for Action included in the Portrait of Sonoma speaks about our knowledge of community needs as some of the proposed interventions align directly with our Community Health Work, particularly our work in CHIPA. Goals for 2014-15 are being developed and will be aligned with each Work Group Logic Model.

Board of Directors thanked Ms. Hawkins for her presentation and the excellent work she is doing with CHIPA.

ADDITIONAL PUBLIC COMMENTS:

There were no additional public comments.

ADJOURN TO CLOSED SESSION:

President Thornton adjourned the meeting into closed session pursuant to:

- **Government Code §54956.8 Closed Session; real property transaction; meeting with negotiator – 400 North McDowell Blvd.; The Camden Group**
- **Trade Secrets (Health & Safety Code Section 32106(b)). Discussion will concern development of new services and programs.**
- **Government Code §54957.6 closed session regarding employee matters.**

ADJOURN TO OPEN SESSION:

President Thornton adjourned to open session and reported no action was taken in closed session.

PROPOSAL ON COMMUNITY SURVEY FOR GUIDANCE ON DUE DILIGENCE PROCESS;

This topic will be discussed at the August Board meeting.

ADJOURN:

President Thornton adjourned the meeting at 3:25pm.

Submitted by:

Fran Adams, Board Secretary

RECORDED BY:

Suzanne Cochrane, Board Clerk