MINUTES OF THE MARCH 17, 2015 REGULAR MEETING OF THE PETALUMA HEALTH CARE DISTRICT BOARD OF DIRECTORS

CALL TO ORDER:

President Hempel called the meeting to order at 12:10 pm in the building conference room at 1425 N. McDowell Blvd.

PRESENT:

Fran Adams, RN, BSN, Secretary
Elece Hempel, President
Robert Ostroff, MD, Vice President
Josephine S. Thornton, MA, Treasurer

ABSENT:
Kathie Powell, MS, Member-At-Large

ALSO PRESENT:

Kitty Brown, RN, PVH
Suzanne Cochrane, Board Clerk, PHCD
Ramona Faith, CEO, PHCD
Andrew Koblick, Controller, PHCD
Jane Read, VP of Operations, PVH
June Lang, SJH Director of Development

MISSION AND VISION:

Ramona Faith read the mission and vision of the Petaluma Health Care District.

The mission of the Petaluma Health Care District is to improve the health and well-being of our community through leadership, advocacy, support, partnerships and education.

Petaluma Health Care District envisions: A healthier community; a thriving hospital; local access to comprehensive health and wellness services for all

CONFLICT OF INTEREST:

No conflict was noted.
CONSENT CALENDAR:

A motion was made by Director Ostroff, seconded by Director Adams to approve the March 17, 2015 Agenda and the February 17, 2015 minutes. This motion was passed by a vote of 4 ayes (Directors: Ostroff, Thornton, Hempel, Adams) and 1 absent (Powell).

PUBLIC COMMENTS:

There were no public comments.

BOARD COMMENTS:

There were no board comments.

ADMINISTRATIVE REPORT:

CEO Report:

Ramona Faith, CEO, PHCD, acknowledged President Hempel on receiving the Woman of the Year award for her many contributions to our community. Senator Lois Wolk will be presenting this award on March 27, 2015 in a celebration of remarkable women throughout California during Women’s History Month.

Ms. Faith announced that Erin Hawkins, Community Outreach Project Manager, was awarded as one of the recipients for the North Bay Business Journal Forty under 40. Selections for this award are given to the new generation of rising North Bay business and community leaders. Ms. Hawkins is noted for her contributions through CHIPA and CHIPA work groups as well as in her role in community outreach which enhances PHCD. The celebration is scheduled for April 29, 2015.

Ms. Faith distributed a PR Tracking document prepared by Blattel Marketing Consultants outlining various PHCD projects and timelines for upcoming events and projects requiring PR support.

The Petaluma Health Care District Annual Report has been completed and the District is in the process of obtaining printing estimates. A copy of the Annual Report was distributed to the Board.

An article in a question and answer format by Ms. Faith regarding Petaluma Health Care District was recently published in the North Bay Business Journal and distributed to the Board.

Sonoma County has been selected as a finalist for the Robert Wood Johnson Foundation Culture of Health award. The scope of the work is to broaden the local dialogue around health and working to improve the well-being of residents. A site visit is scheduled for June 10th and 11th for the RWJF Culture of Health team to review the work of Health Action Chapters. Ramona Faith has been asked to participate in the June site visit on behalf of CHIPA and the work that is being done through the work groups.

Communication from Don Bouey regarding Board participation of more than three board members attending events, presentations, and other functions was distributed.

The Sober Circle Pilot Program continues to meet and finalize their process for homelessness, substance abuse, and chronic inebriation clients providing an alternative to being cited or arrested for public intoxication and
improve their chance of recovery by providing wrap around services. Police Chief Williams and Ms. Faith are working with St. Joseph Health and Kaiser Permanente to obtain funding. Members of the CHIPA Behavioral/Mental Health Work Group participate on Sober Circle. A presentation from the San Diego Serial Inebriated Program is scheduled for Thursday, March 19, 2015.

Ms Faith distributed an Executive Summary from the Leadership Toolkit for Redefining the H in Hospitals: Engaging Trustees and Community prepared by the American Hospital Association Committee on Research and Committee on Performance Improvement.

President’s Report:

President Hempel reminded Directors to inform the Board Clerk if they will be attending the ACHD Legislative Day and/or the ACHD Annual Meeting. At this time, Ms. Faith and Director Adams will be attending ACHD Legislative Day and Ms. Faith, Director Thornton, and President Hempel will be attending the ACHD Annual meeting scheduled for May 5th through 8th.

BOARD GOVERNANCE:

Two Board policies titled Records Retention and Purchasing Signature Authority were reviewed by Directors.

A motion was made to approve the Records Retention Policy by Director Thornton, seconded by Director Ostroff and approved by a vote of 4 ayes (Ostroff, Thornton, Hempel, Adams) and 1 absent (Powell).

A motion was made to approve the Purchasing Signature Authority Policy by Director Thornton, seconded by Director Ostroff and approved by a vote of 4 ayes (Ostroff, Thornton, Hempel, Adams) and 1 absent (Powell).

FISCAL SUSTAINABILITY:

January 2015 Financials:

Andrew Koblick presented the January 2015 Financials.

As of January 31, 2015 the Statement of Net Assets reflected assets of $11,756,529 and liabilities and deferred revenue of $1,560,711 leaving the net fund balance at $10,195,818.

January 2015 month and year to date net income showed a loss of $57,252 and $580,941 respectively which is $16,187 and $122,315 better than the budgeted month and year to date loss of $73,439 and $703,256 respectively.

A motion was made to approve the January 2015 financials by Director Thornton and seconded by Director Ostroff and approved by a vote of 4 ayes (Directors: Thornton, Adams, Hempel, Ostroff) and 1 absent (Director Powell).

Director Thornton met with Andrew Koblick and Ramona Faith regarding a process to move forward in evaluating future generating revenue projects of the Districts. Discussion ensued if Asset Management Committee should increase their meetings or if an Ad Hoc Committee should be established to focus on this topic.
Board of Directors agreed to hold additional Asset Management Committee meetings to discuss future generating revenue projects when appropriate. Andrew Koblick and Director Thornton will bring forth recommendations at the April Asset Management Committee Meeting.

**Lynch Creek Property Update:**

Ms. Faith reported no new updates on the Walgreens Lynch Creek project.

Andrew Koblick contacted the District’s Real Estate Attorney to review the Letter of Intent and noted that if the project is not approved or does not move forward in the City Council approval process, the District would be responsible for $40,000 worth of expenses as outlined in the Letter of Intent.

**PETALUMA VALLEY HOSPITAL:**

Jane Read, VP of Operations at Petaluma Valley Hospital reported patients continue to be transferred from other facilities due to the closure of Palm Drive Hospital, SRM reaching their capacity and Sutter Hospital limited amount of beds. In addition, the Emergency Room is seeing an increase in Covered California patients.

Efforts continue in obtaining an additional neurologist for Sonoma County and an agreement has been reached for PVH Nephrology coverage. Cathy Williamson begins March 16th as the permanent Director of Perioperative Services. In addition, looking into conducting psyhunt assessments through the robotic system but placement availability continues to be an issue.

PVH Employee Forums are currently being held and are in the process of completing an employee engagement survey. Mid-year JCAHO survey is being conducted and the Walk In Your Shoes program has started where executives work side by side with staff to gain insight on the strengths and weaknesses of the organization.

A physician task force is being developed to review mammography services and what processes should be followed in diagnostic and screening of mammography testing.

**PETALUMA HEALTH CENTER UPDATE:**

No updates reported.

**PETALUMA PEOPLE SERVICES CENTER:**

Elece Hempel, Executive Director of PPSC, has been requested by Sonoma County to work with Rohnert Park City schools and health center to evaluate gaps in human services.

In addition, efforts continue in matching seniors who are homeowners with other seniors who are renting to live together reducing their cost of living expenses. This is part of a recent grant to assist in the placement of seniors. Through this program seniors are also being evaluated on their need for additional human services to assist in improving their quality of life.

The annual Bowl-A-Thon fundraiser is scheduled for March 27th at Petaluma Bowl and on April 24th high school seniors will be doing Chalk HeART at the Bank of Marin parking lot to the theme of healthy relationships.

PPSC has recently filled the Community Outreach position.
STAKEHOLDERS FOCUS GROUP REPORT:

Babs Kavanaugh, Consultant, prepared the Key Informant and Focus Group Summary Report.

Ms. Kavanaugh conducted nine focus groups with a total of 40 participants and 17 one on one interviews for a total of 57 participants. Interviews were conducted from November 2014 to February 2015. Stakeholders represented two distinct groups: those in the health care sector and business and community leaders.

The purpose of the study was to gather community perceptions about the capacity of our local health care system to meet future community health needs. The Board of Directors developed and approved the questions used in this process for both stakeholder groups.

Ms. Kavanaugh provided background information relative to the Lease between the District and St. Joseph Health which ends in January 2017.

Ms. Kavanaugh provided input received from the stakeholder meetings from the following areas of interest:

- Petaluma Valley Hospital is an essential community resource
- Petaluma is a cohesive, collaborative and generous community
- Gaps in access to local health care services
- The local health care system is not prepared to accommodate an aging population
- Grow the health education systems, resources, and programs.
- The hospital could be more than a hospital

PVH essential services that were important to the community included:

- Emergency Department
- Labor and Delivery
- Radiology
- Inpatient Services
- Intensive Care Unit

In the discussion regarding support for a parcel tax, the majority of those interviewed answered yes but would need to be educated on where or how the money will be handled. It was apparent that dollars were to stay local and the community would need to be informed with updates on progress and monitoring.

It was also apparent there continues to be confusion between the Petaluma Health Care District, Petaluma Health Center, Petaluma Hospital Foundation, Petaluma Community Foundation and Hospice of Petaluma. Suggestion to educate the community about what each organization mission/vision was common amongst the stakeholders.

Information gathered from these community stakeholders encourages the District Board of Directors and CEO to continue to use its unique position as a community owned and operated public agency to meet the changing health care needs of Petaluma residents. It was also noted that the Petaluma Health Care District has considerable support in the health care area and is well positioned to deepen its leadership role in supporting local health needs, to maintain the hospital’s core services and to promote community wellness.

MAY - PETALUMA HEALTH CARE DISTRICT RECOGNITION:
Ramona Faith shared with Directors opportunities to recognize the District during Health Care District month in May.

A proclamation to the Petaluma Health Care District from Petaluma City Council is scheduled for May 4, 2015 at 7:00pm in the City Chambers offices. Directors were encouraged to attend.

In addition, Ms. Faith requested support from Directors to host a breakfast in May to recognize those organizations who partner with the District in aligning efforts and resources to achieve the greatest positive impact on the health of our residents. In addition, participation in the Petaluma Farmers’ Markets during the month of May would be another avenue in recognizing the work of the District.

The District will be submitting their application for ACHD District Certification in April. Once Certification is approved, ACHD will attend a board meeting to present District Certification.

The Board was in support of the recommended events for the month of May to honor Health Care Districts.

INFORMATIONAL ITEMS:

Ramona Faith reviewed upcoming events, letters of acknowledgement, newspaper articles, and future board meetings.

ADJOURNED TO CLOSED SESSION:

President Hempel adjourned the meeting into closed session pursuant to:

- Government Code §54957.6 closed session regarding employee matters
- Government Code §54956.8 closed session; real property transaction; meeting with negotiator – 400 North McDowell Blvd.; The Camden Group

ADJOURN TO OPEN SESSION:

President Hempel adjourned the meeting into open session and reported no action was taken in closed session.

ADJOURN:

President Hempel adjourned the meeting at 3:20pm

Submitted by Fran Adams, Board Secretary

RECORDED BY: Suzanne Cochrane, Board Clerk