



**MINUTES
STRATEGIC PLANNING COMMITTEE**

Wednesday, July 21, 2021 at 5:00 P.M.

In accordance with the current State of Emergency and the Governor's Executive Order N-25-20, of March 12, 2020 and N-33-20 of March 19, 2020, teleconferencing was used for this meeting. Board members, staff and members of the public were able to participate by webinar and members of the public were also able to participate by telephone.

1. Call to Order/Roll Call

Committee Chair Jeffries called the meeting to order at 5:00 p.m.

In attendance: Committee Members Jennifer Jeffries and Howard Salmon. CEO Rachel Mason and staff members Linda Bannerman and Mireya Banuelos.

2. Public Comments

None

3. Discussion Items

a. Community Health & Wellness Center (CHWC)

i. Proportion of District CIF to be allocated

1. Design & Build

Chair Jeffries said the main topic for this meeting is the CHWC. The District has the Community Investment Funds set aside for development of the CHWC and she initiated a discussion regarding the best way to proportion the funds for each of the steps in the development. Director Salmon suggested a discussion with the architect as a first step. Discussion ensued regarding committee discussions and full Board discussions.

2. Programming Support

The FRHD Foundation will likely require approximately three years of effort to generate funding for CHWC programs.

ii. Design features

Rachel Mason suggested that she can invite Joe Lowe of Taylor Design to attend the August regular meeting of the Board. Each member of the Board can express their opinion regarding design features. Discussion ensued. An example to discuss is the offer from the Land Conservancy to assist us with the walking trail as previously discussed.

iii. Initial prioritization of “Just Do” services

Discussion ensued regarding this topic and the costs associated with each in considering prioritization. Director Jeffries said she anticipates there could be some programs in place in September. Director Salmon said he believes at least three programs should be in place by year end, e.g., Michelle’s Place on site at the CHWC. Catalyst did not prioritize the “Just Do” list. The Board members will determine prioritization. It was noted that the Strategic Planning and Facilities Committees will help to determine what efforts/changes are needed to implement some of the programs on the “Just Do” list. Director Jeffries emphasized the need for a Youth Advisory Council and perhaps a Community Advisory Council/Committee.

iv. Discussion of outcomes measurement

Director Jeffries said she and the CEO are working on a matrix that will be presented at the August meeting of the Board of Directors. There was discussion regarding the Healthy Places Index and working with Live Well San Diego. From each program’s inception, a plan for measurement should be in place.

v. County Public Health involvement in FRHD programming

Rachel Mason said the District will continue to reach out to the County in an effort to work together in a collaborative manner. The Government/PE Community might investigate possible avenues of collaboration, especially in the mental health arena.

4. Board Member Comments and Future Agenda Items

None other than already discussed.

5. Adjournment

There being no further business, the meeting was adjourned at 5:51 p.m.



Jennifer Jeffries, Committee Chair



Board Secretary/Clerk