



**MINUTES
STRATEGIC PLANNING COMMITTEE**

**Wednesday, March 18, 2020 at 5:00 P.M.
Community Room, 138 S. Brandon Rd., Fallbrook CA 92028**

1. Call to Order/Roll Call

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

In attendance: Committee Members: Howard Salmon, Chair and Jennifer Jeffries, Co-chair
Executive Director: Rachel Mason

Staff Members: Linda Bannerman, Mireya Banuelos and from the

Public Present: Julie Reeder and Armando Telles

2. Public Comments

Armando Telles requested that there be discussion at an upcoming board meeting regarding the status of Fallbrook Regional Health District as relates to LAFCO and its upcoming municipal service review.

Julie Reeder said a special edition of the Village News is being planned for next week covering COVID-19. She said the paper would be mailed to every home which is costly. The paper is seeking advertisements to support the cost of mailing the paper to residents. Rachel Mason said this could be further discussed under Discussion Item D.

3. Discussion Items

a. Review Community Health Contract Grant Scoring Guide

Chair Salmon said he had reviewed this guide and asked Rachel to comment. She said the guide is consistent with what she has seen working with grants. Director Jeffries said this guide has a logical flow and can be used in determining need and allotting dollars.

Discussion ensued. Cybergrants is the company being used to process grants this year.

Recommendation: The Strategic Planning Committee recommended this item be placed on the agenda as an action item and recommended its approval.

b. Consideration of CHC Grant Budget

An initial discussion was started regarding the CHC Grant Budget. Chair Salmon questioned property values and when they are assessed. Discussion ensued. Director Jeffries suggested that this committee, along with the Finance Committee, consider projecting all known costs over the next few years in relation to spending or saving monies received from the sale of the hospital building.

Recommendation: The Executive Director was asked to place this item for discussion at the next Finance Committee meeting.

- c. Consideration of Extending CHC Grant Deadline Due to COVID-19 Related Staffing Challenges Among Potential Applicants.

Discussion ensued regarding extending the deadline for receipt of applications during this time of social distancing due to the COVID-19 virus. The suggestion was to extend the deadline to April 10th. There was consensus and the Executive Director will notify applicants of the extension.

- d. Status/Update on COVID-19 Situation

Chair Salmon said a meeting was held regarding the COVID-19 social distancing and it was determined the office will close to the public beginning Monday, March 23. Most staff will work remotely, and two staff members will be here on limited hours to network with local non-profits to assist the Food Pantry and Foundation for Senior Care in collecting produce for distribution in the community.

Discussion ensued regarding the request made by Julie Reeder to assist in sponsoring a special edition of the Village News within the weekly paper. Director Jeffries asked about accuracy of information in the special edition due to constant changes and updates. Would there be any editorials or personal opinions included? Also, would it be possible for the COVID-19 update portion to be distributed in Spanish. Armando Telles was pleased with the publication being offered in Spanish but expressed concerns regarding the accuracy of the Spanish edition, and whether the District would be advocating for the Village News by providing monetary support. Further discussion ensued. Director Jeffries and Rachel Mason will be allowed to review the publication before distribution. Director Kate Schwartz-Frates is in touch with a Spanish speaking group to help arrange for review of the Spanish publication. Director Jeffries suggested the District could provide \$5,000 in support for this special edition during a time when people are seeking accurate COVID-19 information.


Recommendation: The Strategic Planning Committee authorized the Executive Director to execute a check for \$5,000 to the Village News, that the full board can ratify at its next meeting, for support of a special edition to be distributed community-wide with the latest updates regarding COVID-19

- 4. Board Member Comments and Future Agenda Items

None

- 5. Adjournment

There being no further business, the meeting was adjourned at 6:09 p.m.


Howard Salmon, Chair


Pamela Knox
Board Secretary/Clerk