

Fallbrook Regional HEALTH DISTRICT

MINUTES

WORKSHOP/SPECIAL BOARD MEETING

Saturday, February 22, 2020, 10:00 a.m.

Administrative Office, 1st Floor Community Room, 138 S. Brandon Rd., Fallbrook

A. CALL MEETING TO ORDER / ROLL CALL / ESTABLISH A QUORUM / PLEDGE OF ALLEGIANCE

Chairman Howard Salmon called the meeting to order at 10:08 a.m. and there was a roll call vote to establish a quorum.

In attendance: Directors Howard Salmon, Jennifer Jeffries, Barbara Mroz and Bill Leach. Legal Counsel Jeffrey Scott; Executive Director Rachel Mason and staff members Linda Bannerman, Mireya Banuelos, Pamela Knox, Wendy Lyon and Tracy Rosalee

Absent: Director Schwartz-Frates.

B. ADDITIONS TO AGENDA

None

C. BOARD MEMBER AND PUBLIC COMMENTS

None

D. DISCUSSION/ACTION ITEMS

D1. SWOT Analysis

Director Jeffries reviewed the SWOT Analysis process and those present divided into 2-3 member groups to suggest Strengths, Weaknesses, Opportunity and Threats. The results were as follows:

Strengths (Internal factors we have control over)

- Strong board & staff
- Real estate properties
- Financial strength
- JPA with NCFPD
- Urgent care
- Contract processes
- Community engagement
- Data

Weaknesses (Internal factors we have control over)

- Ill-defined vision and plan
- Public image
- Lack of engagement
- Repetition of processes
- Past missteps
- Policies & procedures, record retention
- Lack of cultural diversity
- Change from care/service to prevention
- Understanding of District purpose
- Shift from Blue Zone to new vision

Opportunities (External factors we do not have control over)

- Palomar & Tri-City financial challenges/existence of our special district role
- Impact health disparities
- Improve public image
- Collaboration with nearest district hospitals
- LAFCO
- SD County services relationship
- Temecula Valley Hospital
- Palomar College classes now in Fallbrook

Threats (External factors we do not have control over)

- Legislative changes
- LAFCO
- Potential loss of tax revenues
- FRHD reputation
- Possible county impact on development of E. Mission property
- Transportation to/from E. Mission property
- Distance from downtown to E. Mission property
- Election process

D2. Redrafting of Vision Statement

Chairman Howard Salmon led a discussion regarding the role of the Board of Directors, and it was noted that responsibilities include the following:

- Developing a vision for the District
- Governance
- Setting policy
- Monitoring finances
- Monitoring programs and services
- Setting strategic agenda
- Hiring an executive director

Chairman Salmon said he views the first and last items on the above list to be the most important. He said the executive director has been hired and development of the Vision is next. He differentiated the Mission of the District as its purpose, and the Vision as how we get there. The current Mission "Promoting health for the people of the District" is a statement of our purpose. He then led a discussion/exercise in the visioning process. Three groups were formed to provide a draft Vision. All three groups had similar ideas including the following:

1. Using social determinants of health as a guiding principle
2. Providing an array of programs and services addressing health disparities and overall healthy lifestyles with methods to measure successful outcomes
3. Meeting health needs of diverse groups, and youth to seniors
4. Addressing transportation needs
5. Using a collaborative effort to include all our communities

The Executive Director was tasked with developing several versions of a Vision for FRHD and bringing them to the Board of Directors for further consideration.

D3. Long-Range Planning Discussion of District Resources

Legal counsel reviewed for the Board the potential sale of the E. Alvarado property currently housing the MedPlus Urgent Care to its owner Graydon Skeoch, M.D. Regarding the two other properties on Brandon Road and E. Mission Road, there was consensus that both continue to have value for current and future District endeavors.

E. PRESENTATION

Brown Act Review – Jeff Scott, Legal Counsel

Mr. Scott provided the Board and staff with an update relating to the Brown Act including examples of how the Act could be a trap for the unwary if not followed. Examples included proper agenda notices, serial meetings, meeting procedures, public expression, and Board contacts with potential Grantees.

F. ADJOURNMENT

There being no further business, the meeting was adjourned at 2:40 p.m.



Howard Salmon, Chair



Board Secretary/Clerk