



**AGENDA
SPECIAL BOARD MEETING**

Wednesday, November 30, 2022, 5:30 p.m.

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

In accordance with California Government Code Section 54953 teleconferencing will be used for this meeting. Board members, staff and members of the public will be able to participate by webinar by using the following link: <https://us02web.zoom.us/j/86516105959>.

Meeting ID: **865 1610 5959**. Participants will need to download the Zoom app on their mobile device. Members of the public will also be able to participate by telephone using the following dial in information: **Dial in #: (310) 372-7549, Passcode 660448**.

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

A Special Meeting may be called at any time by the Chair, or three Board members, by delivering notice to each Board member and to each local newspaper or general circulation, radio, or television station requesting such notice in writing, personally or by mail. Such notice must be delivered personally or by mail at least twenty-four (24) hours before the time of such meeting as specified in the notice. The call and notice shall specify the time and place of the special meeting and the business to be transacted. No other business shall be considered at special meetings. Such written notice may be dispensed with as to any Board member, who at, or prior to the time the meeting convenes, files with the Secretary a written waiver of notice. Such waiver may be given by telegram. Such written notice may also be dispensed with as to any member who is actually present at the meeting at the time it convenes.

B. APPROVAL OF THE AGENDA

C. PUBLIC COMMENTS – ANNOUNCEMENT

Members of the public may address the Board regarding any item listed on the Agenda at the time the item is being considered. Members of the public attending in-person need to fill-out a "Request to Speak" card and those attending by webinar need to raise your hand at this time and identify the Agenda item they would like to speak on. The Board has a policy limiting any speaker to not more than five minutes.

D. DISCUSSION/POSSIBLE ACTION ITEMS

D1. Consideration of Appointment of a New Board Member to Zone 2

- Introductory comments from the Board Chairman and interviews of the Applicants by the Board
- Board nominations and potential appointment of new Director
- Consideration of Resolution 455 Appointing New Director to Serve as the Representative from Zone 2 on the Board of Directors until the next District General Election in November 2024
- Administer Oath of Office to new Director

E. ADJOURNMENT

NOTE: I certify that on Tuesday, November 29, 2022 I posted a copy of the foregoing agenda near the regular meeting place of the Board of Directors of Fallbrook Regional Health District, said time being at least 24 hours in advance of the meeting. The American with Disabilities Act provides that no qualified individual with a disability shall be excluded from participation in, or denied the benefits of District business. If you need assistance to participate in this meeting, please contact the District office 24 hours prior to the meeting at 760-731-9187.

A handwritten signature in blue ink that reads "Linda Bahnerman".

Board Secretary/Clerk

Hello Rachel,

I hope you had a wonderful Thanksgiving. This letter and resume attached represent my request to be considered for the board seat in District #2. I do live in the district and would like to pursue this as I am looking for ways to continue to contribute to the community.

After my career as an executive marketer in large and small companies I started a consulting company and got my real estate license. I am now applying all the things I have learned in management, P&L ownership, and sales/marketing to help other businesses grow and thrive. In addition, helping my clients with their biggest investment has been a wonderful learning experience and very rewarding. There is nothing like handing over a new set of keys for my client's new home.

With the extra time I now have I have really been focusing on volunteering and helping locally. I have been a long-time member of North Coast Church and attend campuses here in Fallbrook and the main campus in Vista where I volunteer every three weeks to help our parking ministry. Since moving to Fallbrook, I have been very active in the Chamber of Commerce and was honored to be named Ambassador of the Year and, most recently, was asked to join the Board and the Executive Committee.

I cannot think of many positions as important as one that helps optimize the health of a community. This position aligns well with my desire to give back and help where I can locally. Both Lila Hargrove and Keith McReynolds have encouraged me to run for this position and I will serve it well if I am appointed.

Please review my resume and let me know if you have any questions.

Best Personal Regards

Mike

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Mike Stanicek



Mike Stanicek

Senior Product Manager



Qualifications Summary

A proactive senior executive with extensive experience overseeing worldwide business operations with P&L authority. Possess a strong vocational history of restoring floundering business units to health and prosperity, attaining sales quotas, and leading marketing, operations, product management, and sales. Adept in many facets of marketing, including future and current product management, strategic product life cycle management, and branding. Practiced transitioning business challenges into objectives that are achieved by high-performance teams.

- Strategic Channel Development
- Product Marketing Management
- Situational Servant Leadership Skills
- Media and Public Relations Campaigns
- International P&L Ownership
- Product Life Cycle Management
- Complete Marketing Ownership as CMO
- Develop/Oversee High-Performance Teams

Career Experience

Consultant/Founder 2016–Present

Profitum Consulting, Fallbrook, CA

Interact closely with client businesses and companies to accelerate profit momentum. Coordinate with leaders and teams to improve marketing initiatives and product offerings. Engage in financial modeling and identify strategies to promote action plans to attain financial metrics to support robust growth.

Vice President of Product Management 2018–2019

3D Systems, Inc., San Diego, CA

Led efforts to define and establish marketing initiatives to support 3D printing products, materials, and services for global customers. Hired and developed teams and trained sales professionals to introduce prospects to 3D printing to promote innovative solutions to businesses and organizations.

Teamed with Research and Development to design and launch 3D printing solutions and illustrate digital manufacturing. Utilized competitive data analyses and an understanding of the client and marketplace, and delivered optimal 3D printing solutions. Trained sales teams to consistently meet digital marketing objectives.

Vice President of Marketing 2015–2016

D&K Engineering, San Diego, CA

Researched, developed, and launched marketing and branding initiatives that identified D&K as the leader to introduce products and technology to the life science/medical, military, and printing markets. Led initiatives to introduce D&K into product design and manufacturing opportunities. Identified and launched a messaging hierarchy and communication of core company values.

Prepared and implemented fiscal budgets and proactive marketing plans to rebrand, launch, and position products and services to expand the business. Hired outside agencies to develop a new website with an SEO campaign, print collateral material, and social media drive. Initiated partnerships with essential associations, incubators, and industry committees to support the company's inauguration.

Chief Marketing Officer 2007–2015

Retail Inkjet Solutions, Carlsbad, CA

Planned, developed, built the marketing team, and directed all marketing and sales activities. Introduced a new corporate brand identity, engaged in business development, prepared product marketing, and managed strategic accounts. Assigned to executive relationships with Best Buy Canada, Costco, and Fry's Electronics. Initiated, negotiated, and closed nationwide service and support contracts. Defined and targeted critical development objectives for product development and enhancements.

...Continued...

Launched and supervised the installation of 700+ units in Canada, France, the United Kingdom, and the United States. Partnered and co-funded end-user marketing campaigns with critical customers. Initiated strategic executive relationship with a leading college store association and directed product launches at industry tradeshows that resulted in sales projections surpassing planned expectations and accelerating revenues in the US market.

Assigned oversight of company industry and media communications, which entailed administering market research and analyses, advertising, public relations, and interactive programs. Led the design and production of all visual marketing, developed brochures, customer marketing collateral, electronic advertising, in-store signage, and web.

Developed and managed budgets, and prepared and requested financial reporting and schedules for multiple departments. Established business processes, forecasting tools, and metrics. Also conducted performance reviews.

- In 2014, expanded same-store sales by 15% and inaugurated new storefronts.
- Achieved double-digit comp sales growth for major clients in 2013.
- Tripled revenues in 2012 YoY and led the company to exceed all profit targets.

Education/ Training

Bachelor of Business Management

Productions and Operations
San Diego State University
San Diego, CA

Effective Negotiation

USD Executive Leadership Forum
University of San Diego
San Diego, CA

Affiliations

Sales and Marketing Leadership Alliance Member
San Diego Business Services Alliance Member

Volunteer

Entrepreneurial Management Center
Advisory Board Member for Entrepreneurial Society
San Diego State University

Rancho Buena Vista High School
Longhorn Foundation President

North Coast Church
Parking Ministry

Fallbrook Chamber of Commerce
Board of Directors Member
Executive Committee Member
Ambassador of the Year

RESOLUTION 455

**RESOLUTION OF THE BOARD OF DIRECTORS OF THE
FALLBROOK REGIONAL HEALTH DISTRICT APPOINTING
_____ TO SERVE AS THE REPRESENTATIVE
FROM ZONE 2 ON THE BOARD OF DIRECTORS UNTIL THE NEXT
DISTRICT GENERAL ELECTION IN 2024**

WHEREAS, a vacancy exists in Zone 2 on the Board of Directors of the Fallbrook Regional Health District for the office formerly held by Stephanie Ortiz; and

WHEREAS, pursuant to Government Code section 1780, the Board of Directors may appoint a director to fill the unexpired term in Zone 2 until the next general election in 2024; and

WHEREAS, the Board of Directors has conducted interviews of applicants for the position and has followed the procedures set forth in Government Code section 1780.

NOW, THEREFORE, the Board of Directors of the Fallbrook Regional Health District does hereby resolve, find, determine, and order as follows:

Section 1: Pursuant to section 1780 of the Government Code, the Board of Directors of the Fallbrook Regional Health District hereby appoints _____ to serve as the member of the Board of Directors from Zone 2 until the next District general election in 2024.

Section 2: The Secretary of the Fallbrook Regional Health District is hereby directed to deliver forthwith one (1) certified copy of this resolution to the Clerk of the Board of Supervisors of the County of San Diego.

PASSED AND ADOPTED at a special meeting of the Board of Directors of the Fallbrook Regional Health District held on November 30, 2022, by the following vote:

AYES: _____

NOES: _____

ABSENT: _____

ABSTAIN: _____

Howard Salmon, Chairman
Board of Directors
Fallbrook Regional Health District

ATTEST:

Barbara Mroz, Interim Secretary,
Board of Directors
Fallbrook Regional Health District

STATE OF CALIFORNIA)
)ss.
COUNTY OF SAN DIEGO)

I, _____, Secretary of the Fallbrook Regional Health District, DO HEREBY CERTIFY that the foregoing is a true copy of Resolution 455 adopted by the Board of Directors of the Fallbrook Regional Health District at a special meeting of the Board of Directors held on November 30, 2022, which Resolution is a part of the official records of the Fallbrook Regional Health District.

Dated: _____, 2022

Barbara Mroz, Interim Secretary
Board of Directors