



MINUTES
GOVERNMENTAL & PUBLIC ENGAGEMENT COMMITTEE

Wednesday, February 22, 2023, at 5:30 P.M.

**Administrative Office, 1st Floor Community Room,
138 S. Brandon Rd., Fallbrook, CA 92028**

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.

1. CALL TO ORDER/ROLL CALL

Committee Members: Chair Mike Stanicek & Director Bill Leach

Staff: CEO Rachel Mason, Executive Assistant Raquel Williams, Community Health & Wellness Center Administrator Theresa Geracitano, Administrative Officer Judith Oswald,

2. PUBLIC COMMENTS – ANNOUNCEMENT

NONE

3. DISCUSSION ITEMS

Community Health & Wellness Center Administrator

- New outreach campaign “Be part of the Conversation” inviting the public to Board and Committee meetings ads will be run in the Village News and through social media.
- Great meeting with the (CCHW)Community Collaborative for Health and Wellness this is a group comprised of many Grantees, School districts and County Organizations to encourage collaborations.
- The Skinny Genes program, is a life style change program to address pre-diabetes. Theresa and Bianca are still in training and the program may be starting in April.
- There were approximately 775 visitors to the Wellness Center in January.

Director Stanicek commented about the 3 themes that have been developing at the meetings, why don't we have a hospital? Why do we have an Urgent Care that is not great? What does FRHD do?

Questions we continue to get are what is the Wellness center about? Why is it a wedding venue?

These are pillars that we need to wrap our arms around. These are valid concerns, whether false or real and we should address these issues and put together some communication protocols. To answer those 3 themes of miscommunication we have an opportunity to craft a few crisp pieces for the newspaper and or social media to address those issues and move on to real business.

Director Leach agrees that our communications need uniformity and admits that he has not read the paper in 10 years, but he thinks we are headed in a good direction with the Village News and Social Media.

CEO, Mason shared with the committee that the Communications and Outreach Coordinator position was born out of the history of seeing these communications falter and the Special Board of Directors meeting on February 7 made clear that many in the community are not hearing the District

messaging. The Staff has been taking turns with the many outreach events, but it is not always possible, when most are wearing a couple hats already an in-house coordinator would be assisting Rachel and Theresa and representing FRHD in speaking events and the weekend youth sports, and numerous community events.

CEO, Mason shared that presently Dani Vargas has been our part time social media person, but the challenge is that we must feed her the content and that causes a gap in the social media posting as it takes time to get her the pictures and videos. Having our own Communications coordinator who is immersed in our culture and knows what all the event schedules are would make for better social media outcomes. While it is another staff member, CEO Mason believes we have grown enough in the social metrics at the CH&WC even without that strong outreach messaging. CEO, Mason added that the note with 12 questions from the public comments of the February 7 Special Board of Directors meeting was what lead to the idea/creation of this position. These questions are indicative of the misunderstanding that is out there. Of the 12 points on their list 10 of them we are doing, have done them, have a plan for them or they are clearly out of the scope of the District. Director Stanicek asked if this was budgeted or an incremental add? CEO Mason informed the committee that this is an incremental add but that this year's fiscal budget had a substantial line item for District direct services that will cover this expense there will be no trade off.

Administrative Officer Judith Oswald shared that in her experience when they first moved to Fallbrook she had no idea how to locate services within the city for herself and family and it was difficult to find basic resources for a newcomer.

Director Leach has not been a fan of the JPA agreement and does not think that we are getting our monies worth. He does not want us to grow to the point where we reduce services.

Director Stanicek does not want staffing shortages to be an unmet need that has to get filled.

CEO Mason, asked that the committee do their edits to the Outreach & Communications Coordinator and it will be taken to the full board.

CEO Mason shared that a Public Forum may be needed at the Community Health & Wellness Center due to the disconnect and feedback from the public about the changes at the CH&WC.

- Public Forums are needed with smart messaging that can live in perpetuity we are looking at the schedule and late April, May in the evening with light refreshments will be the best time frame to accommodate the community.

4. BOARD COMMENTS AND FUTURE AGENDA ITEMS

Director Stanicek believes we should be moving towards the digital component and focus on that.

Director Leach suggests we go to Avocado Festival to make more connections unfortunately more out of town visitors attend than the local community.

Director Stanicek asked CEO Mason if Board members can attend these type of events and she informed the committee that absolutely they can attend and have in the past. Director Leach shared that he volunteered at a school event and passed out water bottles on behalf of the District we should do more of those type of events. Stanicek would like to focus on strategy and top 3 pillars.

5. ADJOURNMENT

There being no further business, the meeting was adjourned at 6:22 p.m.



Raquel Williams, Board Secretary/Clerk