



BOARD OF DIRECTORS MEETING
April 25, 2022 @ 6:30 pm
Board of Directors Minutes

1. **Call to order** @ 6:30 pm by President, Becky Campo
2. **Pledge of Allegiance**
3. **Board of Directors Roll Call.**

Directors Present: President, Becky Campo
Vice President, Luis Avila
Secretary, George Gallo Mac Master
Treasurer, Anne Stokman
Director, Steve Pittson - Virtual

Directors Absent: None

Staff Present: Administrative Director/CEO, Karin Hennings
Ambulance Director, Paul Willette - Virtual
Financial Accounting Manager, Maria Reyes Palad
Clerk of the Board, Cheryle Pickle

District Legal Council: Dave Ritchie, Cole Huber, LLP

We have a Quorum

4. **Reading of the Mission Statement**
The newly adopted Mission Statement was read.
"To partner, promote and provide quality healthcare for all"
5. **Public Comment Period - No public comment**
Present:
Gerald Parente -Virtual
Kandace -Virtual
6. **Declarations of Conflict:** There were no conflicts of interest.
7. **Approval of Agenda:** **M/S/C To accept the agenda.** Director Stokman/Director Mac Master
Ayes: Directors Campo, Avila, Stokman, Mac Master, Pittson
Nays: None
Abstain: None
Passed
8. **Consent Calendar** * [*Routine committee reports, minutes, and non-controversial items*]
 - A. *Approve Board Meeting Minutes March 28, 2022
 - B. *Accept Finance Committee Minutes March 23, 2022
 - C. *Accept Financial Reports – March 31, 2022



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M/S/C. To accept the Consent Calendar.

Director Stokman/Director Avila

Ayes: Directors Campo, Avila, Stokman, Mac Master, Pittson

Nays: None

Abstain: None

Passed by roll call vote

9. Regular Calendar

A. *Any Consent calendar items moved to regular calendar

B. Engagement of Wulff Hansen as Municipal Advisor

Ms. Henning explained that the finance committee had reviewed multiple providers for this service. Director Stokman shared the Finance Committee's findings. They felt that Wulff Hansen had the most experience with Special Districts.

M/S/C. The Board of Directors engage Wulff Hansen as the District's municipal advisors.

Director Stokman/Director Mac Master

Ayes: Directors Campo, Avila, Stokman, Mac Master, Pittson

Nays: None

Abstain: None

Passed by roll call vote

C. Marketing Proposal from MHD

Ms. Hennings shared with the directors the need for updating the District's logo and explained the need for marketing, specially to the younger demographic. She reviewed the proposal from MHD.

Discussion was had. The idea of crowd sourcing the design of the logo was suggested.

It was noted that whatever marketing we do it needs to be measurable, It was agreed that now is a good time to look at rebranding since we have a new Vision statement and a new Mission statement.

The need to promote our new providers was discussed. It may be good to do this in conjunction with the Apricot Fiesta. A social media campaign as proposed by MHD was discussed as a possible means of marketing this. Using the text messaging and phone capabilities of our software, Athena, was also discussed. Other forms of advertising were discussed such as posters, small billboards, shopping carts and redesigning our website to appeal to patients.

Also contacting the Irrigator and the Peach Jar were other suggestions. The need to go ahead with the provider promotion now was discussed. We may need to do this before we do rebranding.

The Board liked the ideas of crowd sourcing. They wanted to get bids for the other services.



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M/S/C. The Board approves to spend no more than \$5000.00 to promote our new providers and begin the rebranding process.

Director Stokman/Director Avila

Ayes: Directors Campo, Avila, Stokman, Mac Master, Pittson
(Director Pittson had audio difficulties. Signified a vote
In the affirmative by using a “thumbs up”)

Nays: None

Abstain: None

Passed by roll call vote

D. Name two Board Members to Ad Hoc Committee for CEO Annual Review

Ms. Hennings explained the process. The President is to appoint two Directors to be the Ad Hoc Committee for CEO Annual Review. Director Campo appointed Directors Mac Master and Avila to the Ad Hoc Committee for CEO Annual Review. Director Mac Master will serve as the Ad Hoc chair. Cheryle Pickle, HR Manager will be the staff contact.

E. Design-Build Legal Opinion

Ms. Hennings reviewed the legal opinion. The conclusion is that it would be acceptable to the District to use the Design-Build process. Director Avila was interested in who might object to the District’s use of design build.

F. Auditor Engagement FYE 2022-2024 – Wipfi

Ms. Hennings explained that it was time to select an auditor. She asked Ms. Reyes-Palad to explain how they had selected the auditor. Ms. Reyes-Palad explained that they had sent the invitation to bid to 25 different firms. Only 3 responded. The comparison of these three is included in the packet. Wipfi has worked with us for the past 6 years. They understand the on going issue we are having with Athena. Because of these reasons staff recommends Wipfli to be the auditor.

M/S/C. The Board engage Wipfli as the District’s auditors for the Fiscal Year End 2022, 2023, and 2024 at an audit fee of \$25,000 per year plus expenses/ Director Mac Master /Director Avila

Ayes: Directors Campo, Avila, Stokman, Mac Master, Pittson
(Director Pittson had audio difficulties. Signified a vote
In the affirmative by using a “thumbs up”)

Nays: None

Abstain: None

Passed by roll call vote



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10. Reports

A. <u>Employee Anniversaries & New Hires</u>	<u>April</u>	<u>Years</u>
Ambulance:	Miguel Vasquez, Jr.	New
	Paul Willette	7
Health Center	Maryanne Barajas	7

B. West Side Health Care Task Force – Director Avila – No Report

C. Del Puerto Hospital Foundation – Director Mac Master - Had a productive meeting. Nothing to report.

D. Legislative Advocacy Committee – Director Avila and Campo – No report. Ms. Hennings will be attending the ACHD meeting in Sacramento and Dave Ritchie will be attending the League of Cities meeting. They will report anything that they learn.

E. Ambulance – Director, Paul Willette

Mr. Willette reviewed his reports for the months of February and March. The mutual aid has reduced in the Modesto & Turlock area. The ambulance is still responding to over 93% of the call in the District. The numbers for Mutual Aid appear to be the same for both months. Mr. Willette will research this and send a corrected report out.

F. Health Center – Manager, Suzie Benitez

Ms. Benitez is on vacation. However, her report is in the packet. Ms. Hennings added that our new Nurse Practitioner, Raj Singh, has started. He opened wing C. So, for the first time we are using all three wings. Lizandro Barragan is now seeing patients on his own. We are looking for a part-time Pediatrician. Covid numbers are way down. We expect the numbers of patient visits for April to be way up.

Ms. Hennings and Jessica Herrera, LCSW just met this morning with schools. Jessica will be presenting a total of six meetings (Some in English and some in Spanish). Then we will meet to schedule more meetings for the fall catalog. We will be meeting with Legacy Foundation to see if we can get a grant to supply stipends for our providers who participate in these meetings.

G. Administration – Administrative Director/CEO, Karin Hennings

Ms. Hennings presented the draft Perpetual calendar for the board.

11. Strategic Planning.

A. Review Results from Planning Retreat – April 23, 2022

Ms. Hennings reviewed a handout with an overview of the strategic goals of each department. She shared the priorities that the board voted on at the retreat.



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There is a Special Board Meeting scheduled for May 11, 2022 @ 500 pm. To discuss the building project.

12. **Director Correspondence, Comments, Future Agenda Items**

None

13. **Upcoming Regular Board and Standing Committee Meeting Dates**

Finance – Wednesday, May 18, 2022 @ 8:30 AM

Board – Monday, May 23, 2022 @ 6:30 PM

Finance – Wednesday June 22, 2022 @ 830 AM

Board – Monday, June 27, 2022 @ 630 PM

Finance – Wednesday July 20, 2022 @ 8:39 AM

Board – Monday, July 25, 2022 @ 6:30 PM

The floor was opened to Public Comments There were none.

Adjourned to Closed Session @ 7:32pm

14. **Closed Session** *[Board of Directors may recess to closed session for discussion of certain matters as legally permitted. Any action taken shall be reported in open session.]*

A. Gov't Code § 54956.9(b)

Conference with Legal Counsel – Anticipated litigation or significant exposure to litigation: One (1) potential case.

B. Gov't Code § 54956.9 Existing Litigation

Case CV-21-003566 Stanislaus County
Parente & Parente v. Del Puerto Health Care District

15. **Reconvene to Open Session – 7:45 pm - Report of Closed Session**

No reportable items. Instructions given to staff.

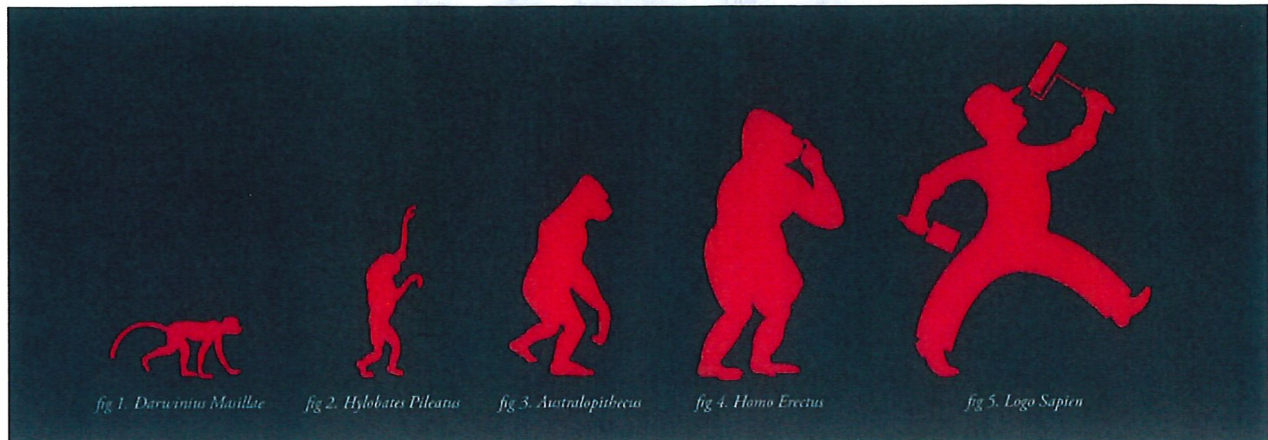
16. **Adjourn @ 7:46 pm**

Respectfully Submitted By:


Board Secretary George Gallo Mac Master


Date

Just like people, a company will grow, change and transform over time.



This natural progression is necessary for your business to stay at the forefront of the latest industry advancements and to better position yourself in the ever-changing minds of your consumers.

No brand should ever be left static.

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REASONS TO REFRESH A BRAND

1. New Generation of Consumers
2. Stay Current
3. Brand Fatigue
4. Strategic Shift in Industry
5. Technology Changes
6. Leadership Change
7. Set Yourself Apart from Competition
8. Reflect New Goals, Products, Offers or Values
9. Better Recognition
10. Scalable in all Media Platforms

On an average, corporate identity rebrands take place every 7 – 10 years

KEY

POINTS TO SUCCESSFUL BRANDS

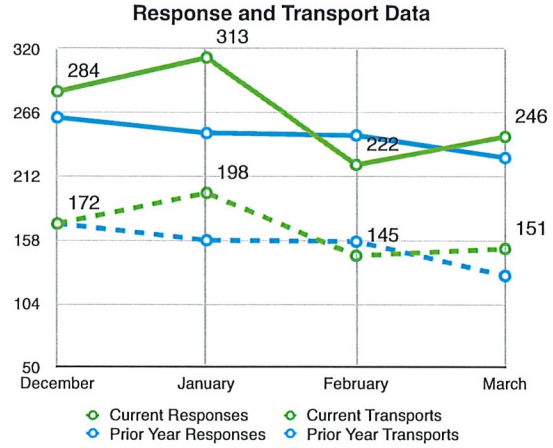
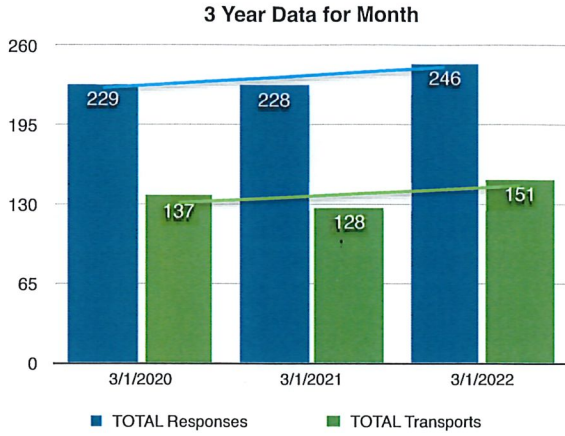
Simple
Memorable
Relevant
Scalable
Timeless
Works in One Color

Item 10.E
Corrected Report

Patterson District Ambulance Response Report
 March 1, 2022 - March 31, 2022
 Monthly Response Summary

Mutual Aid data
corrected 4/26/2022 PW

	P91	P92	P93	P1	WS	AMR	PDA TOTALS	Other TOTALS	GRAND TOTALS
Responses	106	116	24	7	7	3	246	10	256
Transports	72	66	13	0	5	3	151	8	159
Transport %	67.92%	56.90%	54.17%		71.43%	100.00%	61.38%	80.00%	62.11%
Cancelled Response	12	14	4						
Adjusted Transport %	76.60%	64.71%	65.00%						



Mutual Aid Responses

	Westside		AMR	
	Responses	Transports	Responses	Transports
INTO District	7	5	3	3
OUT of District	13	5	29	21

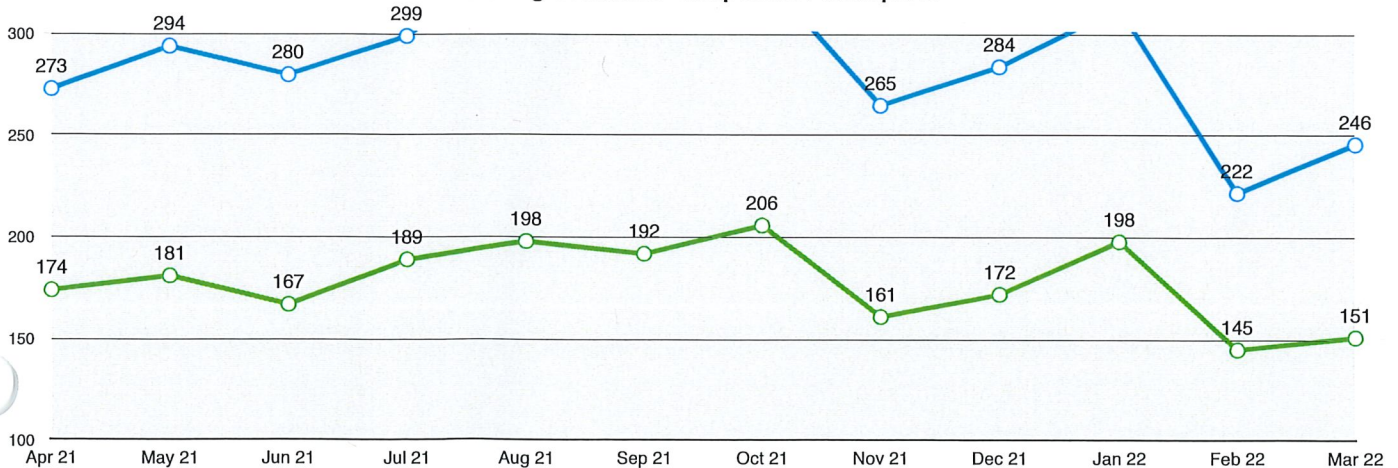
PDA In District Response %

Last Month %	This Month %	NET Change %
94.07%	96.09%	2.02%

Rolling Compliance Periods - Snapshot on <Pending>

Urban		Suburban		Rural	
Code 3	Code 2	Code 3	Code 2	Code 3	Code 2
0%	0%	0%	0%	0%	0%

Rolling 12 Months - Responses / Transports



Vision Statement:

*A locally cultivated
healthier community*

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Mission Statement:

*To partner, promote and provide
quality healthcare for all.*

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District Strategic Plan

- 1. Publish Response to the Community Health Needs Assessment
- 2. Board Perpetual Calendar
- 3. Marketing

Finance Strategic Plan

- 1. Finance New Building
- 2. Self-Sustaining Operations reach 85% (including Admin costs)
- 3. Foundation Development

Source: Community *Staff Other Health Care Opportunities

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Human Resources Strategic Plan

- 1. Seek Hire & Retain Remarkable Employees
- 2. Develop a Highly Engaged Workforce
- 3. Grow Staff Skills to Increase Role Proficiency
- 4. Sponsor Health Care Personnel Education
 - a. Offer Paramedic Training Scholarships
 - b. Sponsor EMT Trainees from District
 - c. Offer MA Training Scholarships

Source: Community *Staff Other Health Care Opportunities

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Health Center Strategic Plan

1. **Install & Operate Imaging Services** (X-Ray and Ultrasound)*
2. **Acquire In-House Automatic Labs Capacity**
3. **Expand After-Hours and Saturday Care***
4. **Support Development of Local 24-hour Urgent Care**
5. **Increase Community Education Classes**
6. **Offer Patient Transportation to Appointments**
7. **Outreach to Rural Areas**
8. **Provide Chronic Care Management**
9. **Internships/Preceptor for HS/Colleges/University**

Source: **Community** ***Staff** Other Health Care Opportunities

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Ambulance Strategic Plan

1. **Build, Finance, & Move into New Facility**
2. **Continue Informed Political Relationships**
3. **Stand-up Third 24-hour ambulance** (when growth demands)
4. **Participate in Strike Team Deployments** (Operational Goal)
5. **Purchase & Equip Second Supervisor Vehicle** (CapEx)
6. **Join Community Paramedicine** (when available)

Source: **Community** ***Staff** Other Health Care Opportunities

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