

**DESERT HEALTHCARE DISTRICT
BOARD OF DIRECTORS
SPECIAL MEETING MINUTES
March 15, 2017**

A Special Meeting of the Board of Directors of the Desert Healthcare District was held in the Arthur H. "Red" Motley Boardroom, Palm Springs, CA.

Attendance:

Members

Carole Rogers RN - President
Mark Matthews – Treasurer
Les Zendle MD - Director
Jennifer Wortham Dr.PH – Telephonic

Absent

Kay Hazen – Vice-President/Secretary

Staff

Herb Schultz, Chief Executive Officer
Donna Craig, Chief Grants Officer
Mary Pannoni, Accounting/Admin Support
Andrea S. Hayles, Clerk of the Board

Legal Counsel

Jeffrey Scott - Telephonic

Guests

Adam Probolsky, Probolsky Research – Telephonic
Steve Brown, Special Assistant to Assemblymember Eduardo Garcia

CALL TO ORDER

The meeting was called to order at 9:37 a.m. by President Rogers

APPROVAL OF AGENDA

President Rogers asked for the Approval of the Agenda.

#17-24 MOTIONS WAS MADE by Director Matthews and seconded by Director Zendle to approve the agenda. Motion passed unanimously.

PUBLIC COMMENTS

None

NEW BUSINESS

1. Consideration to approve the polling instrument by Probolsky Research for the East Valley Voter Survey

Herb Schultz, CEO provided an explanation of the brief survey for the East Valley Expansion Voter Survey. Further details were provided related to the volume of analysis the Board will

utilize, and that the public will have active participation in the March 23 and March 24 Strategic Planning Special Board Meeting. Mr. Schultz also detailed the new Vision of the District, which coincides with Strategic Planning of the District.

Adam Probolsky, Probolsky Research detailed the polling explaining that the survey involves 300-persons, which is not unusual based on the demographics. Mr. Probolsky described that the organization is developing a turnout model for the November 2018 election for Palm Desert, Indian Wells, and La Quinta, but does not feel that the polling should go beyond the 400.

Steve Brown, Special Assistant to Assemblymember Garcia, questioned survey #10 to change the terminology in tax dollars, as the East Valley may not understand the question. Mr. Brown recommends simpler construction by removing cities from the question with a clear understanding of reallocating funds – clarifying that property taxes will not increase.

#17-25 MOTION WAS MADE by Director Zendle and seconded by Director Matthews to approve the polling instrument by Probolsky Research for the East Valley Voter Survey with the proposed changes to survey question #10. Motion passed unanimously.


2. Consideration to approve a service agreement with Probolsky Research to perform polling of East Valley residents.

Herb Schultz, CEO presented a brief overview of the Service Agreement. Adam Probolosky, Probolosky Research explained that the poll would begin as soon as Thursday, March 16 with potential results by Friday.

#17-26 MOTION WAS MADE by Director Zendle and seconded by Director Matthews to approve a service agreement with Probolsky Research to preform polling of East Valley residents. Motioned passed unanimously

ADJOURNMENT

The meeting adjourned at 10:13 a.m.

ATTEST: 

Carole Rogers, President
Desert Healthcare District Board of Directors

Minutes respectfully submitted Andrea S. Hayles, Clerk to the Board