



A Special Meeting of the Board of Directors of the Desert Healthcare District & Foundation was held in the Jerry Stergios Building, 1<sup>st</sup> Floor, Palm Springs

**Meeting Minutes  
March 23-24, 2017**

**March 23, 2017**

**Attendance:**                   **Members**  
Carole Rogers, RN – President  
Kay Hazen – Vice-President/Secretary  
Mark Matthews – Treasurer  
Jennifer Wortham – Dr.PH  
Les Zendle, MD – Director

**Staff**

Herb K. Schultz, CEO  
Chris Christensen, COO/CFO  
Donna Craig, Chief Grants Officer  
Alejandro Espinoza, Director Programs  
Mar Pannoni, Accounting/Admin. Support  
Andrea S. Hayles, Clerk to the Board

**Legal Counsel**

Jeff Scott

**Call to Order:**                   The Desert Healthcare District/Foundation Special Board of Directors Meeting was Called to Order at 12:00 p.m. by President Rogers.

**Welcome, Introductions and Purpose of Special Session**

Herb Schultz, CEO, Desert Healthcare District, welcomed all in attendance and explained the organized efforts to commence the District's Strategic Planning process. Mr. Schultz explained that the sessions focus on priorities and strategies and that the Special Board Meetings are not decision-making meetings.

**Overview of Special Meeting Agenda and Review of District Vision Statement** Bobbie Wunsch, Founder and Partner, Pacific Health Consulting Group

Bobbie Wunsch, Founder and Partner, Pacific Health Consulting Group, outlined the Vision and Mission statements of the District/Foundation and the high-level directional plan that will focus on several goals to guide the work of the District, Staff, and the Community - similar to a road map.



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**Steve Valentine, Premier, Inc. – Presentation**

Steve Valentine, Vice President, Premier, Inc., began his detailed presentation with the Health Professional Shortage of the District service areas describing that many patients are from outside the District - a medically-underserved area. Mr. Valentine concluded his presentation with the Market Analysis and an overview of the Take-Aways.

Herb Schultz, CEO, Desert Healthcare District recommended a broader conversation related to dual-diagnosis of HIV such as Hepatitis C and other illnesses.

**Jenna LeComte-Hinely, Ph.D., HARC – Presentation**

Jenna LeComte-Hinely, CEO, HARC, introduced herself and explained the services of Health Assessment and Research for Communities (HARC), and presented HARC's outcomes data.

Director Wortham proposes re-evaluating the outline of the Strategic Plan related to Snowbirds and the community demographics. Ms. Wortham suggests using retail sales data to obtain Snowbird figures, including sales tax averages for spending. Additionally, Director Wortham requests comparable data at a national-level related to STD testing.

Bobbie Wunsch, Founder and Partner, Pacific Health Consulting Group, clarified that staff will meet to discuss additional data necessary to address any gaps and concerns.

**Public Comments**

Dave Robinson, GIS Coordinator, Coachella Valley Economic Partnership (CVEP) explained that the CVEP uses Visa data based on hotel occupancy, but obtaining Snowbirds data is challenging.

Anna Nevehic, RN, United Children's Network, suggested health classes and investing monies into health clinics at the high school level. Ms. Nevehic further explained that the East Valley air quality is an issue when considering the expansion boundaries.



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Ann Dew, DO, Riverside Health System, detailed the residency and training programs explaining that additional programs are necessary for the Valley. As an HIV/AIDS specialist, Dr. Dew indicated that HIV/AIDS services are not plentiful in the East Valley, and most of the time, services are combined with the other testing programs.

David Robinson, GIS Coordinator, Coachella Valley Economic Partnership (CVEP) recommended more funding for transportation services illustrating that transportation is a barrier with 9% of low-income adults.

LaVonne Hill, Community Member, Desert Highland Gateway, inquired about the Ready Set Swim program combined with the Nutrition Education Obesity Prevention (NEOP) program for Desert Hot Springs. Alejandro Espinoza, Director of Programs, Desert Healthcare District, clarified and described the combination of the two programs. Ms. Hill explained that the needs assessment of the area incorporated obesity programs and the possibly of duplicating the program in the Gateway community.

**Developing a Strategic Plan**

- Information Gathering Interviews with Community Leaders and Partners
- Planning Discussion to Define Strategic Plan Priorities

Rafael Gomez, Consultant, Pacific Health Consulting Group, detailed the developments of the Strategic Plan - outlining the representation and engagement for understanding where the District can be most effective.

Bobbie Wunsch, Founder and Partner, Pacific Health Consulting Group, described the Strategic Plan as a roadmap of the highest priorities supporting the Vision and Mission of the District/Foundation.

President Rogers expressed mental health and obesity as top priorities followed by access to primary and preventive care as outlined by Director Zendle. President Rogers specified expanding FQHCs in the East Valley. Director Wortham conveyed that the health concerns related to the Salton Sea in the coming decade is a priority with Director Matthews explaining the importance of the public to know what the District does as opposed to who we are.



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Director Hazen cited quality and safety as a priority and strengthening the Boards role in addition to continuity of services and health disparities; homelessness, housing, and food; collaboration between other Foundations in the area such as Wellness Foundation, Kaiser Foundation, and Eisenhower Foundation. Establishing three funding priorities is also significant to President Rogers.

### **Public Comments**

Ann Dew, DO, Riverside Health System, provided additional comments on the need for more Promotoras Programs.

Steve Brown, Special Assistant, Assemblymember Eduardo Garcia, presented remarks on the future of the District concerning the term “philanthropic – the largest funding agency in the Valley.” Mr. Brown explained that the community may not understand the term and could potentially consider the District as a philanthropic body even though the District is a government entity.

David Duffner, MD, expressed concerns about the quality of the hospital with a one-star rating and administration and management’s role in the infrastructure, elevator, and plumbing repairs.

### **Continuation of Strategic Planning Session**

- Planning Discussion to Refine Strategic Plan Priorities
- Planning Discussion to Develop Potential Strategies to Move Priorities Forward

Bobbie Wunsch, Founder and Partner, Pacific Health Consulting Group, requested that the Board refine the priorities. Content Focus for the Board is Behavioral Health which includes Substance Abuse Disorders and Homelessness; Primary Care Access and Delivery System; Resources and Philanthropy, Health Facilities, Information and Community Education, and Public Policy were the other concentrations.

### **Public Comments**

Erica Felci, Government Projects Manager, Coachella Valley Association of Governments (CVAG), detailed that the Valley is addressing homelessness and the service needs of people experiencing homelessness; however, more service programs are necessary.



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LaVonne Hill, Community Member, Desert Highland Gateway, relayed concerns about environmental and air quality in Desert Hot Springs that impacts the community.

Leticia Olvera, Promotora, El Sol Neighborhood Center, expressed concerns about the Nutrition Education Obesity Program (NEOP) coming back to the area and the benefits of the program to children and families.

Marjorie Holland, Committee Member, Desert Highland Gateway Wellness Committee, explained her role as a community health worker and the benefits of the program to the Desert Highland Gateway community.

Steve Brown, Special Assistant, Assemblymember Eduardo Garcia, announced the co-hosted Town Hall between the Assemblymember and Desert Healthcare District on April 11.

Michele Finney, Market CEO, Interim CEO, Desert Regional Medical Center stated that she is looking forward to working with the District and the established goals.

Board feedback included more interaction with the public and complimenting the Staff's tremendous role in putting together the meeting on short notice.

**Adjournment**

Adjournment was at 7 p.m. to the continuation of the Special Meeting of the Board of Directors on March 24 at 8:00 am at the Jerry Stergios Building, 1<sup>st</sup> Floor – Rooms A & B.



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### March 24, 2017

**Attendance:**

Members

Carole Rogers, RN – President  
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Mark Matthews – Treasurer  
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Herb K. Schultz, CEO  
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Alejandro Espinoza, Director Programs  
Mar Pannoni, Accounting/Admin. Support  
Andrea S. Hayles, Clerk to the Board

Legal Counsel

Jeff Scott

**Call to Order:**

The Desert Healthcare District/Foundation Special Board of Directors Meeting was Called to Order at 8:20 a.m. by President Rogers.

### **Welcome and Review of March 23 Session**

Bobbie Wunsch, Founder and Partner, Pacific Health Consulting Group, gave an overview of the Principles – Strategic Plan priorities and strategies to support the Vision with impact, a comprehensive approach, and the best ways to leverage the District/Foundation resources and partnerships.

Ms. Wunsch also detailed the Content Focus Areas – Primary Care and Delivery Systems, Behavioral Health, Healthy Eating and Active Living, Quality, Safety and Accountability, and District Expansion.

### **Adam Probolsky, CV Strategies/Probolsky Research - Presentation**

Herb Schultz, CEO, Desert Healthcare District, introduced Adam Probolsky, CEO, Probolsky Research, explaining the voter survey in detail concentrating on awareness and perception (knowledge, role, and hospital lease extension).



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Mr. Probolsky gave a presentation on the East and West Valley polling describing the high rankings of the District and hospital.

42% of respondents are familiar with the District; however, Mr. Schultz explained that the 42% believe that the District is Desert Regional Medical Center or Tenet. Director Hazen detailed that the poll is a baseline to start, and Director Zendle reminding everyone that the poll was conducted a few days before an election, including the public safety portion where two police officers were slain.

The East Valley Survey respondents ranked Jobs and the Economy has the number one priority. 66% approve of the work the District is doing, and 73% support expanding services to the East Valley.

Director Zendle requests that a decision regarding funding for expansion is established in a timely manner before the November 2018 election.

Jeff Scott, Legal Counsel, Desert Healthcare District, clarified that a 2/3 vote is necessary to pass the funding from property taxes with reallocating funds as a separate measure.

Director Wortham requested clarification on the details of the tax portion as there are 15 different options for funding included in the District's LAFCO application. Private funding, parcel tax, and reallocation are three of the supplemental funding sources identified.

In addition, Director Wortham suggests funding well beyond the \$6M for the programs and services based on the need. Decrease the percentage in the West for monies in the East and use private sources for the remaining funding.

Director Hazen recommends consulting a taxation expert for more information to broaden the board's understanding regarding potential tax related measures and options for funding to serve the East Valley.

**Continuation of Strategic Planning Session**

- Planning Discussion to Further Develop Strategies to Move Priorities Forward (continued from March 23 Session)



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Bobbie Wunsch, Founder and Partner, Pacific Health Consulting Group, described the Content Focus Areas – Primary Care and Delivery Systems, Behavioral Health, Healthy Eating and Active Living, Quality, Safety and Accountability, and District Expansion.

The Board provided the following strategic questions for which additional information and/or direction would be needed to further develop strategies around District Expansion:

**Strategic Direction**

- Tax expert to clarify funding options
- Potential for funding from the Foundation and other agencies benefiting from the East Valley
- More information around all sources of District revenue, current sources, and projected revenue from existing facilities
- More information regarding the expansion of the board and how divisions would be established prior to 2019
- In-depth needs assessment for preventative programs
- Moving forward promptly

**Desert Regional Medical Center**

- Details regarding capital improvements made to the hospital during the lease term
- Seismic compliance including issues with the Sinatra Tower
- Partnering with JFK Memorial Hospital
- Deadline date for a master plan and facilities plan to extend the lease
- Demonstration to the community that the District is fulfilling its oversight obligations
- Funding from current hospital operators to support the expansion
- Facility current conditions assessment

**Public Comments on other strategic questions related to District Expansion**

- Perceived loss of services and identifying funding mechanisms
- Increased demand for services if federal funding declines
- Difference in geographic areas





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**Next Steps in Strategic Planning**

- Timeline for Completion of Draft Strategic Plan
- Incorporation of Budget and Implementation

Bobbie Wunsch, Founder and Partner, Pacific Health Consulting Group, detailed the two upcoming Community Forums in the West and East Valley and shared May 23 as the target date for final approval of the Strategic Plan. She noted that changes in the Affordable Care Act and external environment at the local and state level could impact the work and timeline of the Plan.

**Public Comment**

Jack Newby, Director of Development, Mizell Senior Center, expressed concern about the growing number of Baby Boomers and seniors in the Valley. Mr. Newby explained that older adults in the West and East Valley will be the fastest growing population - further describing rising costs of rent and medical expenses. Aging is also a growing concern for seniors living with HIV as it relates to private medical care versus social security and federally funded monies for medications.

Nicole Weaver, Executive Director of Development, Director of Medicine, UCR Medicine, expressed her gratitude to the District describing that the Exercise in Medicine Program focusing on local seniors and fall prevention, and the benefits of the Activities Break for Children Program in the local elementary schools. Ms. Weaver detailed the Disabilities Center for Veterans including the McCarthy Childcare Center community garden and kitchen program funded by the District.

Ms. Weaver also presented aspects of the first graduating class of doctors with 83% of the graduates remaining in the area.

**Final Comments**

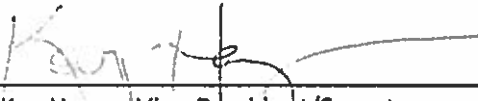
Carole Rogers, Board President and Herb K. Schultz, CEO, Desert Healthcare District thanked the Board, Staff, and Public participants for their roles in the 2-day meetings.

**Adjournment**

The meeting was adjourned at 4:15 p.m.



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ATTEST:   
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Kay Hazen, Vice-President/Secretary  
Desert Healthcare District Board of Directors

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