



DESERT HEALTHCARE DISTRICT
DESERT HEALTHCARE DISTRICT
BOARD OF DIRECTORS
SPECIAL STUDY SESSION OF THE BOARD
July 24, 2018

Directors Present	District Staff Present	Absent
President Zendle, MD Vice-President/Secretary Carole Rogers, RN Director Jennifer Wortham, DrPH	Chris Christensen, Interim CEO, CFO Lisa Houston, COO Donna Craig, Senior Program Officer Alejandro Espinoza, Program Officer and Outreach Director Will Dean, Communications and Marketing Director Meghan Kane, Community Health Analyst Annalisa Wurm, Health Policy Analyst Andrea S. Hayles, Clerk of the Board <u>Legal Counsel</u> Jeff Scott	Director Kay Hazen Treasurer Mark Matthews

AGENDA ITEMS	DISCUSSION	ACTION
A. Call to Order Roll Call	President Zendle called the meeting to order at 5:02 p.m. The Clerk of the Board called the roll with President Zendle, Vice-President Rogers, and Director Wortham present.	
C. Approval of Agenda	President Zendle asked for a motion to approve the agenda.	#18-90 MOTION WAS MADE by Director Wortham and seconded by Vice-President Rogers to approve the agenda. Motion passed unanimously.
D. Public Comment	None	
E. Special Study Session – District Expansion Initiative a. Focus Groups and Polling Results, Presentation, Lake Research	David Mermin, Lake Research Partners, introduced himself and provided an overview of his presentation. Mr. Mermin outlined the demographics of the likely voters in the potentially expanded District; key finding; support for the ballot measure; and positive and negative messaging. Concerns about	



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<p>b. Ballot Language and Board of Supervisor's Resolution</p>	<p>healthcare in the expanded area were outlined, including the favorability ratings based on age, gender, and political party.</p> <p>Mr. Mermin also detailed the Focus Groups transcript model and the guide explaining the background and fundamentals of the questions.</p> <p>Chris Christensen, Interim CEO, CFO explained the lengthy legislative process from September 2016 to date, including the LAFCO application submission, funding sources, Board of Supervisors final approval of the District Expansion, LAFCO Hearings, and Public Forums. Mr. Christensen described the Board of Supervisors Resolution passage on July 17 authorizing the adoption of the draft language for impartial analysis.</p> <p>Greg Rodriguez, Government Relations and Public Policy Advisor, Supervisor V. Manuel Perez explained that County Counsel is currently reviewing the impartial analysis and language provided from the District. Counsel will attempt to present any edits to the District by the end of July.</p> <p>Mr. Rodriguez also explained that all cons or rebuttals of the measure should be submitted right away, he will check on the process as it is similar to a candidate statement that requires filing with the Registrar of Voters, and Mr. Rodriguez will communicate his findings to Chris Christensen.</p>	
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<p>c. Board and Staff Activities through November 6</p>	<p>Jeff Scott, Legal Counsel, explained the concerns on public policy and that public agencies should not influence elections. The Ballot Measures Activities and Public Resources were outlined as provided in the Packet of materials, and no public funds, time, or other resources will be used for the ballot measure. Attorney Scott also explained the necessity to separate work from political campaigning.</p>	
<p>F. Adjournment</p>	<p>President Zendle adjourned the meeting at 5:52 p.m.</p>	<p><i>Audio recording available on the website at http://dhcd.org/Agenda-Board-of-Directors</i></p>

ATTEST: 

 Carole Rogers, Vice-President/Secretary
 Desert Healthcare District Board of Directors

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