



**DESERT HEALTHCARE FOUNDATION  
SPECIAL BOARD MEETING  
Board of Directors  
April 28, 2020  
4:30 P.M.**

**Immediately Following the Adjournment of the Desert Healthcare District Board Meeting**

In accordance with the current State of Emergency and the Governor’s Executive Orders N- 25-20, of March 12, 2020, and March 18, 2020, video conferencing will be used by the Board members and appropriate staff members during this meeting. In lieu of attending the meeting in person, members of the public will be able to participate by webinar using the following link:  
<https://zoom.us/j/92620600246>

Members of the public will need to download the Zoom app on their PC or Mobile devices. Members of the public will also be able to participate by telephone using the following dial in information: Dial in #:(669) 900-6833 passcode: 926 2060 0246

<i>Page(s)</i>	<b>AGENDA</b>	<i>Item Type</i>
	<i>Any item on the agenda may result in Board Action</i>	
	<b>A. CALL TO ORDER – President De Lara</b> Roll Call ____Director Shorr____Director Zendle, MD____Director PerezGil____ Director Rogers, RN____ Director Matthews____ Vice-President/Secretary Borja____President De Lara	
1-2	<b>B. APPROVAL OF AGENDA</b>	<b>Action</b>
	<b>C. PUBLIC COMMENT</b> At this time, comments from the audience may be made on items <i>not</i> listed on the agenda that are of public interest and within the subject-matter jurisdiction of the Foundation. The Board has a policy of limiting speakers to no more than three minutes. The Board cannot take action on items not listed on the agenda. Public input may be offered on agenda items when they come up for discussion and/or action.	
	<b>D. CONSENT AGENDA</b> All Consent Agenda item(s) listed below are considered to be routine by the Board of Directors and will be enacted by one motion. <u>There will be no separate discussion of items unless a Board member so requests, in which event the item(s) will be considered following approval of the Consent Agenda.</u>	<b>Action</b>
3-5	1. BOARD MINUTES a. Board of Directors Meeting – March 24, 2020	

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|------------|--|---|
| <b>6-7</b> | <p><b>E. DESERT HEALTHCARE FOUNDATION CEO REPORT –</b><br/>Conrado E. Bárzaga, MD, CEO</p> <p>1. COVID-19 Update on the Homelessness Community (Coachella Valley Rescue Mission, Galilee Center, and Martha’s Village)</p> | Information                                       |
| <b>8-9</b> | <p><b>F. HOMELESSNESS INITIATIVE</b></p> <p>1. Homelessness Initiative Report</p> <p>2. Riverside County and Coachella Valley Association of Governments (CVAG) Summer Cooling Centers</p>                                 | Information<br>Information/<br>Possible<br>Action |
|            | <p><b>G. BEHAVIORAL HEALTH INITIATIVE</b></p> <p>1. Senior Program Officer, Behavioral Health Update</p>   |   |
| <b>10</b>  | <p><b>H. COACHELLA VALLEY HEALTH INFORMATION PLACE (CVHIP)</b></p> <p>1. CVHIP Marketing Campaign Update</p>   | Information                                       |
|            | <p><b>I. ADJOURNMENT</b></p>   |   |

*If you have any disability which would require accommodation to enable you to participate in this meeting, please email Andrea S. Hayles, Special Assistant to the CEO and Board Relations Officer, at [ahayles@dhcd.org](mailto:ahayles@dhcd.org) or call (760) 323-6110 at least 24 hours prior to the meeting.*



**DESERT HEALTHCARE FOUNDATION  
BOARD OF DIRECTORS MEETING MINUTES  
MEETING MINUTES  
March 24, 2020**

Directors Present	District Staff Present	Absent
President Leticia De Lara Vice-President/Secretary Karen Borja Treasurer Mark Matthews - <i>Telephonic</i> Director Carole Rogers Director Evett PerezGil Director Les Zendle, MD Director Arthur Shorr	Conrado E. Bárzaga, MD, CEO Chris Christensen, CAO Donna Craig, Senior Program Officer Will Dean, Marketing and Communications Director Alejandro Espinoza, Program Officer and Outreach Director Eric Taylor, Accounting Manager Meghan Kane, Programs and Research Analyst Vanessa Smith, Special Projects and Program Manager Andrea S. Hayles, Clerk of the Board  <u>Legal Counsel</u> Jeff Scott	

AGENDA ITEMS	DISCUSSION	ACTION
<b>A. Call to Order</b>  <b>Roll Call</b>	President De Lara called the meeting to order at 8:19 p.m.  The Clerk of the Board called the roll with all Directors' present.	
<b>B. Approval of Agenda</b>	President De Lara asked for a motion to approve the Agenda.	<b>#18-49 MOTION WAS MADE by Director PerezGil seconded by Director Rogers to approve the agenda.</b> <b>Motion passed unanimously.</b> <b>AYES – 7 President De Lara, Vice-President Borja, Director Matthews, Director Rogers, Director PerezGil, Director Zendle, and Director Shorr</b> <b>NOES – 0</b> <b>ABSENT – 0</b>
<b>C. Public Comment</b>		
<b>D. Consent Agenda</b> <b>1. Board Minutes</b>	President De Lara asked for a motion to approve the consent agenda.	<b>#18-50 MOTION WAS MADE by Director Zendle seconded by Vice-President Borja approve the consent agenda and</b>



**DESERT HEALTHCARE FOUNDATION  
BOARD OF DIRECTORS MEETING MINUTES  
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<p>a. <b>Board of Directors Meeting – February 25, 2019</b></p> <p>2. <b>FINANCIALS - Approval of the February 2020 Financial Statements – F&amp;A Approved March 10, 2020</b></p> <p>3. <b>AUDIT FIRM</b></p> <p>a. <b>Audit firm proposal and annual budget of up to \$50,000 of grant budget to provide financial statement audits for small non-profit organizations</b></p> <p>4. <b>Coachella Valley Health Info Place (CVHIP) Marketing Campaign – Estimated \$41,555 over 10 months</b></p> <p>5. <b>Grant #1046 – Public Health Institute – Modified Contract Exhibit B – Payment Schedule, Requirements &amp; Deliverables to reflect grant term end date</b></p> <p>a. <b>Exhibit B Amended</b></p>	<p>Vice-President Borja requested that apart for the estimated money for the CVHIP Marketing campaign, that staff bring back the costs of a media marketing campaign on nontraditional advertising – create research for smaller local platforms.</p> <p>Vice-President Borja requested an additional \$7k allocated for small media market throughout the Valley.</p>	<p><b>including an additional \$7k to the CVHIP Marketing Campaign for smaller nontraditional advertising. Motion passed unanimously. AYES – 7 President De Lara, Vice-President Borja, Director Matthews, Director Rogers, Director PerezGil, Director Zendle, and Director Shorr</b></p> <p><b>NOES – 0</b></p> <p><b>ABSENT – 0</b></p>
<p><b>E. Desert Healthcare Foundation CEO Report</b></p> <p>1. <b>Coronavirus Disease (COVID-19) Update on Homelessness Community</b></p>	<p>Conrado E. Bázquez, MD, CEO, explained providing financial support to the three largest agencies in the Valley providing support to the homeless (Coachella Valley Rescue Mission, Martha’s Village &amp; Kitchen, and Galilee Center), and the allocation of \$25,000 to each</p>	<p><b>#18-51 MOTION WAS MADE by Director PerezGil seconded by Director Rogers to approve the agenda. Motion passed unanimously. AYES – 7 President De Lara, Vice-President Borja, Director Matthews, Director Rogers, Director PerezGil, Director Zendle, and Director Shorr</b></p> <p><b>NOES – 0</b></p> <p><b>ABSENT – 0</b></p>



**DESERT HEALTHCARE FOUNDATION  
BOARD OF DIRECTORS MEETING MINUTES  
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	<p>organization, totaling \$75,000</p> <p><b>Public Comment was provided by:</b> Greg Rodriguez, Government Relations and Public Policy Advisor, Office of Supervisor Perez</p> <p>Staff was directed to continue to work with the county and the Coachella Valley Association of Governments (CVAG) to address the summer heat for people experiencing homelessness and determine a broader plan.</p>	
<b>F. Adjournment</b>	President De Lara adjourned the meeting at 8:44 p.m.	<b>Audio recording available on the website at <a href="https://www.dhcd.org/Agendas-and-Documents">https://www.dhcd.org/Agendas-and-Documents</a></b>

ATTEST: \_\_\_\_\_  
Karen Borja, Vice-President/Secretary  
Desert Healthcare District Board of Directors

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



**DESERT HEALTHCARE**  
DISTRICT & FOUNDATION

Date: April 28, 2020  
To: Board of Directors  
Subject: COVID-19 Update on the Homelessness Community (Coachella Valley Rescue Mission, Galilee Center, and Martha's Village & Kitchen)

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**Background:**

- The Desert Healthcare Foundation Board of Directors approved at the March 24, 2020 board meeting to allocate \$75,000 from the Homelessness Initiative Fund to support the core operations of grants up to \$25,000 to the three largest organizations serving people experiencing homelessness and migrant workers (Coachella Valley Rescue Mission, Martha's Village and Kitchen, and the Galilee Center).
- Each of the organizations have responded below with an update on the impact of the Coronavirus Disease on their shelters, homeless clients, and staff.

**Update:**

**From Galilee Center:** *Our bed capacity during this COVID-19 is for 20 men and 10 women (the break down is flexible depending on the demand but the total limit is 30). We currently have 12 men and 3 women.*

*Many farm workers have returned to their homes because the field work is usually low during the month of April and they want to spend some time with their families during this pandemic. Others have gone to Bakersfield to look for work. The harvest season is slowly starting at the beginning/mid-May and some of the farm workers have been calling us to ask if there are beds available next week because they are coming back to work.*

*We continue doing our daily routine of disinfecting all areas, every two hours, logging temperatures of the guests, checking/observing everyone is doing fine, wearing their masks, etc.*

**From Martha's Village and Kitchen:** *Martha's would like to commend the Desert HealthCare District for its quick response to the critical needs of nonprofits who provide serves to the homeless and the struggling community members. During this stressful time with agency spending extremely high based on the need of so many, the flow of funding has been critical to the safety of so many.*

*The District's swift action has helped Martha's overt a situation that could have been disastrous based on the nature of shelter living. We have been able to keep everyone healthy and safe through the funding and support of the District, by adding additional staff to sanitize and securing critical supplies.*

*Martha's continues to serve all who walk through its doors seeking serves. What Martha's*

*is seeing at this time is a daily doubling and tripling of requests for services and resources, with a large number of new faces, who have never requested assistance before. Staff continues to answer questions and calm the fears of so many each day. Through our partnership with the District, Martha's has been able to continue to stand in the ready to serve during these trying times.*

**From Coachella Valley Rescue Mission:** *CVRM has been able to re-think our shelter by removing some beds and relocating others, to comply with the distancing requirement. Each time a resident enters the facility, CVRM staff take their temperatures. We have over 197 residents that we provide a new mask daily. CVRM housekeeping department is following sanitation policies and has been blowing through our sanitizers, gloves, and masks.*

*CVRM has signed p to get re-certified in CPR and First Aid to make the Mission staff prepared for emergencies while professionals are on their way.*

*CVRM trusts are still traveling to retail grocery stores to pick up food to be used in the three meals a day we serve. Residents still working are driven to and from their place of work by staff. CVRM's transportation department and staff are also driving to medical and behavioral appointments. Referral three-part forms were purchased to track individuals' needs, whether medical, behavioral health, other agencies, food stamps, court appointments and housing appointments.*

*CVRM appreciates the support that the Desert Healthcare District Foundation mission to end homelessness has provided.*

*Expenses by CVRM to date from the \$25,000 award: \$15,281*

**Fiscal Impact: NONE:** \$75,00 approved and allocated from Desert Healthcare Foundation Homelessness Initiative Collective Fund FY19/20.

**To: Conrado, CEO Desert Healthcare District**

**From: Greg Rodriguez**

**Date: April 24, 2020**

**Re: Coachella Valley Homeless Update**

### **CV Housing First**

CVAG continues working with Path of Life to increase the number of crisis stabilization units (CSU) in the Coachella Valley. We currently have 15 rental units contracted with Path of Life. Additionally, we have secured another 11 hotel rooms through CVAG for added CSUs. This not only increases our unit capacity but has assisted some of our local hotels with revenue during the COVID19 pandemic. All of the residents in these units continue to receive wrap around benefits and preparation for exit into permanent housing. Path of Life is still working to secure an additional 9 units.

### **Palm Springs Overnight Shelter:**

The shelter is now located at the Palm Springs High School gymnasium for the duration of the Governor's emergency declaration. This has allowed for proper social distancing that was difficult at the Boxing Club. The location is averaging about 45 people a night. Meals are being donated by the community. The operations continue to be run by CVRM.

### **Palm Springs Access Center:**

The Palm Springs Boxing Club is still operating during the daytime as an access center for the homeless. The location is being staffed by Path of Life workers. Homeless individuals are receiving services and being linked to other forms of assistance including permanent housing.

### **Riverside County Project Room Key**

Governor Newsom announced project Room Key a couple of weeks ago to provide hotel/motel rooms for those experiencing homelessness. Riverside County actually began this same program over a month ago. The County has identified about 2500 hotel/motel rooms available. Currently the County has placed 330 individuals with



100 of those from the Coachella Valley. This program will last until the Governor suspends his emergency declaration. The County's Office on Aging, DPSS and Behavioral Health are providing comprehensive wrap around services. The County is also working with these individuals on exit plans for permanent housing.

**Emergency Shelter Funding:**

The State granted Riverside County \$547,000 in emergency shelter funding last month. The Board of Governance allocated the money across the County. For the Coachella Valley, recipients included Martha's, CVRM, The Palm Springs overnight shelter and the Galilee Center.



**DESERT HEALTHCARE**  
DISTRICT & FOUNDATION

Date: April 28, 2020  
To: Board of Directors  
Subject: CVHIP Marketing Campaign and COVID-19 Activities Update

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**Staff Recommendation:** The District and Foundation staff launches a digital, multimedia campaign to market the CVHIP (Coachella Valley Health Info Place) website through various Coachella Valley media outlets. In addition, CVHIP has added key COVID-19 resources and enhanced the search engine to include COVID-19 response services and programs. (Informational)

**Background:**

**Marketing Campaign**

- On March 24, 2020, the Desert Healthcare District and Foundation Board of Directors approved implementing a digital marketing campaign with the objective of informing and engaging with Coachella Valley residents about CVHIP.com and its uses and benefits as a community health and wellness resource.
- The 10-month campaign was scheduled to begin April 1, 2020, and consist of English and Spanish ads via KESQ TV, Telemundo TV, La Poderosa Radio, KESQ's and Telemundo's websites, Facebook and Instagram, and geo-targeting locations. However, due to the coronavirus outbreak, the campaign start was delayed and rescheduled for mid-April. (The cost of the campaign is \$41,555.)
- Digital ads were launched on KESQ's and Telemundo's websites the week of April 14 and radio spots followed on April 23. Social media and TV advertising are being reviewed by staff and are expected to begin the week of April 27.
- At the March 24 Board meeting, Director Karen Borja requested including niche media outlets to help promote CVHIP and allocating \$7,000 for this purpose. In response, the staff reached out to six small media outlets which encompass Spanish- and English-language websites, YouTube channels and podcasts. A member of the District staff was interviewed April 23 about CVHIP on one of the Spanish-language podcasts. Discussions continue with the remaining five outlets to identify and employ the most effective marketing strategy on their platforms.
- Analytics will be measured throughout the campaign to determine the utilization.

**COVID-19 Response Activities**

- The CVHIP search engine was enhanced by adding COVID-19; COVID-19 Control and COVID-19 Diagnostic Testing to the taxonomy.
- A "COVID-19 Response Program" tag was created and has been applied to programs and services that are active or have been newly developed to deal with the COVID-19 epidemic.
- A comprehensive list of COVID-19 resources and information has been placed on the CVHIP landing page.
- IHEP has made available \$1,500 in technology grant awards to 10 local organizations to increase their technology capacity and continue to connect community members with much needed resources using CVHIP.

**Fiscal Impact:**

The Board-approved Communications and Marketing Budget for FY 2019-2020 includes \$40,000 allocated for CVHIP marketing. Additional CVHIP marketing dollars will be included in the FY 2020-2021 budget.