



**DESERT HEALTHCARE FOUNDATION
BOARD MEETING
Board of Directors
February 27, 2018
4:00 p.m.**

Or As Soon After The Adjournment of the Desert Healthcare District Board Meeting

Jerry Stergios Building, 1st floor
Conference Room A
1140 N. Indian Canyon Drive, Palm Springs, California 92262
This meeting is handicapped-accessible

<i>Page(s)</i>	AGENDA	<i>Item Type</i>
	<i>Any item on the agenda may result in Board Action</i>	
	<p>A. CALL TO ORDER – President Zendle, MD Roll Call _____Vice-President/Secretary Rogers, RN _____Director Wortham, DrPH _____Director Matthews _____Director Hazen</p>	
	B. APPROVAL OF AGENDA	Action
	<p>C. PUBLIC COMMENT At this time, comments from the audience may be made on items <u>not</u> 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.</p>	
	<p>D. CONSENT AGENDA 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></p>	
3-5	<p>1. BOARD MINUTES a. Meeting Minutes of January 23, 2018</p>	



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Page(s)	AGENDA	Item Type
	E. DESERT HEALTHCARE FOUNDATION CEO REPORT	Information
	F. FINANCE & ADMINISTRATION COMMITTEE a. No February Meeting	Information
6-12	G. OLD BUSINESS 1. cvHIP Campaign Logo	Action
13-14	2. cvHIP Metrics - Alejandro Espinoza, Program Officer and Outreach Director	Information
15-17	3. Temporary Employment Agreements	Action
	H. NEW BUSINESS	Information
	I. DIRECTOR'S COMMENTS & REPORTS	Information
	J. ADJOURNMENT	

**DESERT HEALTHCARE FOUNDATION
BOARD OF DIRECTORS
MEETING MINUTES
January 23, 2018**

A 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

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

Absent

Staff

Herb K. Schultz, CEO
Lisa Houston, COO
Chris Christensen, CFO
Donna Craig, Senior Program Officer
Alejandro Espinoza, Program Officer and Outreach Director
Michele McKinney, Communications and Marketing Director
Andrea S. Hayles, Clerk to the Board

Legal Counsel

Jeffrey G. Scott

Guests

None

CALL TO ORDER

The meeting was called to order at 3:40 p.m. by President Rogers.

APPROVAL OF AGENDA

President Rogers asked for a motion to approve the agenda.

#17-46 MOTION WAS MADE by Director Matthews and seconded by President Zendle to approve the agenda.

Motion passed unanimously.

Roll Call Vote:

**AYES: 5 Director Hazen; Director Matthews; Director Wortham;
Vice-President Rogers; President Zendle**

NOES: 0

ABSTAIN:

ABSENT:

Motion Passed 5-0

PUBLIC COMMENT

None

CONSENT AGENDA

Submitted for approval:

1. Board Minutes
 - a. Meeting Minutes of December 19, 2017
2. Finance and Administration
 - a. Consideration for approval Foundation December 2017 Financial Statements.
F&A approved January 9, 2018

#17-47 MOTION WAS MADE by Director Wortham and seconded by Director Matthews approve Consent Agenda with the request by President Zendle to withdraw Item 1.a. Motion passed unanimously.

Roll Call Vote:

**AYES 5 Director Hazen; Director Matthews; Director Wortham;
Vice-President Rogers; President Zendle**

NOES: 0

ABSTAIN:

ABSENT:

Motion Passed 5-0

#17-48 MOTION WAS MADE by President Zendle and seconded by Director Matthews to approve the changes in Item 1.a. that includes the removal of the duplicated word "Move" for Motions #43, #45, and #46. Motion passed unanimously.

Roll Call Vote:

**AYES 5 Director Hazen; Director Matthews; Director Wortham;
Vice-President Rogers; President Zendle**

NOES: 0

ABSTAIN:

ABSENT:

Motion Passed 5-0

DESERT HEALTHCARE DISTRICT CEO REPORT

None

FINANCE & ADMINISTRATION COMMITTEE

1. Draft Minutes of the January 9, 2018 F&A Committee Meeting

Director Matthews explained the Minutes of the January 9, 2018 meeting

OLD BUSINESS

1. cvHIP Marketing Update

Michele McKinney, Comm & Marketing Director, explained her quarterly report to move forward on the plans with O’Bayley Communications for the cvHIP marketing plan including the phases associated with the plan.

2. cvHIP Metrics

Alejandro Espinoza, Program Officer and Outreach Director, provided an update on the cvHIP metrics explaining that the top 5 searches with Spanish services also included in the top 5. Lisa Houston, COO, explained that Staff will present to the Board at the February meeting a data collection system to communicate with health records and instantaneous services for wrap-around services and the users needs.

NEW BUSINESS

None

LEGAL COUNSEL COMMENTS & REPORTS

No report was given.

DIRECTOR’S COMMENTS & REPORTS

None

ADJOURNMENT

The meeting was adjourned at 3:54 p.m.

ATTEST: _____

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

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



Date: February 27, 2018

To: Board of Directors

Subject: cvHIP Campaign Logo

Summary:

Staff recommends consideration to approve the logo concept #4 for use in the branding of cvHIP, the marketing and advertising campaign, and all other appropriate means.

Background:

cvHIP fits the mission and vision of the Desert Healthcare District/Foundation by connecting residents to health and wellness services in the community. It links Coachella Valley residents, especially the disenfranchised and underserved, to healthcare, food pantries, wellness activities, and other health and wellness services. At the Board's direction to promote cvHIP, a marketing, advertising, media and community relations campaign is being created for the District/Foundation by O'Bayley Communications; it is being managed by the Director of Communications & Marketing.

The campaign will clearly communicate what cvHIP is, encourages its use, and creates metrics to measure the site's use. Advertising will include English and Spanish print media including newspapers, magazines, and free publications; TV & radio; outdoor - billboards/bus shelters; and online/digital/social media.

Initial work in January and February was focused on identity/brand development and the plan for advertising purchases. cvHIP needs a strong identity to effectively reach the target audiences. Interaction with the City of Palm Springs, which has provided seed money and is a contributing partner, is in process for a Phase I Pilot campaign, that includes a community outreach element. Creation of the campaign, public and media relations including plans for community outreach, is targeted work in February and March.

The Pilot has a targeted launch in early April and will run for approximately three months; the launch will feature a Board-included press conference.

Fiscal Impact:

Costs for the campaign elements – marketing, media, and community relations including logo creation – are budgeted and within O'Bayley Communications' contract scope; the contract is not to exceed \$72,000. The advertising is a separate cost that is not reflected in the contract.

CVHIP MARKETING UPDATE & LOGO OPTIONS

*Connecting Coachella
Valley residents to health
and wellness services
and programs through
resources and philanthropy,
health facilities, information
and community education,
and public policy.*



cvHIP Campaign Update

- Staff continues to work with O'Bayley Communications in creating the campaign
- Coordinating with City of PS staff on the pilot campaign and in review of logo options
- Requesting Board feedback on final decision for logo
- Advertising buys (purchases) are being formulated with O'Bayley
- Launch date for pilot campaign set for April including a Press Conference (date TBD)

cvHIP FIRST LOGO OPTION

(O'Bayley Communications Logo Concept #4)



cvHIP SECOND LOGO OPTION

(O'Bayley Communications Logo Concept #3)



cvHIP SIDE-BY-SIDE COMPARISON



QUESTIONS?



CONTACT INFORMATION

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Director of Communications & Marketing

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Summary of Activity January 8, 2018 to February 20, 2018

Active Users: 1248

Programs viewed: 1311

Top Five (5) Search Terms *

1. General (752)
2. Housing (624)
3. Counseling (284)
4. Food (199)
5. Mental Health (176)
6. Recursos para la comunidad (102)

Top Five (5) Binders *

1. Homeless (1045)
2. Food Assistance (881)
3. Seniors (787)
4. Mental Health (776)
5. Disabled (691)

Top five (5) viewed programs*

1. WIC (148)
2. Taxi Voucher Program (102)
3. Full Service Partnership (FSP) Adult Program (99)
4. Bike Route-Palm Springs (87)
5. Pathways to Success (81)

Source of Program Views:

(44% Search Function ; 56% Binder Function)

Referrals: 48

(25% clicked to email agency - 75% clicked to print info)

Top Three (3) Referred Programs*

1. Cardiac Health Classes -DRMC (15)
2. Counseling Services – Jewish Family Service of the Desert (10)
3. Emergency Shelter and Transitional Housing (9)
4. Full Service Partnership and adult program (8)
5. New Life (6)

* These figures are running totals up to February 20, 2018.



Date: February 27, 2018

To: Board of Directors

Subject: Temporary Employment Agreement for Health Policy Analyst & Community Health Analyst

Staff recommendation: Consideration to approve the Draft Temporary Employment Agreement, which will be used for the positions of Health Policy Analyst & Community Health Analyst.

Background:

- At the December 19, 2017 Board of Directors meeting, the Board of Directors approved a grant from the California Endowment in the amount of \$200,166.
- The grant is to support a new partnership that seeks to provide community health policy analysis, research and data to inform community health efforts and interventions in the Coachella Valley.
- The Board approved job descriptions for the two referenced positions at the same meeting.
- The positions will be 12 month temporary employees.
- A draft Temporary Employment Agreement, approved by the District's legal counsel, is included for review and approval.

Fiscal Impact:

The expense of the Health Policy Analyst and Community Health Analyst is covered by the grant funding, so there is no fiscal impact to the Foundation.

TEMPORARY EMPLOYMENT AGREEMENT

This Employment Agreement (hereinafter “Agreement”) is entered into by and between the Desert Healthcare Foundation (Employer), a California 501(c)(3) Public Benefit Foundation, and (temp employee name).

R-E-C-I-T-A-L-S

- A. Employer has entered into an MOU with the California Endowment to enhance policy research and analysis on major healthcare program areas and issues through additional staff resources (the Project).
- B. The Project duration will be limited to one year.
- C. In order to implement the Project, Employer desires to hire employee on a full-time temporary basis to provide services during the term of the Project.
- D. During the term of this Agreement, the employee shall serve as at-will employee at the pleasure of Employer’s Board of Directors in accordance with the terms and conditions of this Agreement.

C-O-V-E-N-A-N-T-S

1. Employment. Employee duties shall include the Job Duties listed on the attached Exhibit “A”. Employee shall receive direction from CEO Herb K. Schultz and/or COO Lisa Houston.
2. Term. The term of this Agreement shall be of a limited duration and shall not exceed one year.
3. Hourly Rate. Commencing (month/day/2018), employees shall be paid an hourly rate of \$28.84 payable bi-weekly on Friday following the previous work bi-weekly period, subject to all applicable withholdings and deductions.

4. Benefits. Employee understands and agrees that Employee shall be entitled to receive a stipend in lieu of any benefits including medical, dental, vision, life, disability insurance, sick pay, holiday pay or vacation pay; stipend amount is \$6.75.

5. Termination of Employment. Employee understands and agrees that Employee is full-time temporary at-will employee and either Employer or Employee may terminate this Agreement at any time, with or without cause, upon seven (7) days advance written notice.

6. Miscellaneous Provisions.

a. Modification. This Agreement may not be altered in whole or in part except by a modification, in writing, executed by all the parties to this Agreement.

b. Entire Agreement. This Agreement contains all representations and the entire understanding between the parties with respect to the subject matter of this Agreement. The parties acknowledge that there have not been any oral promises or communications that are not contained in this Agreement. Any prior correspondence, memoranda, or agreements, whether or not such correspondence, memoranda, or agreements are in conflict with this Agreement, are intended to be replaced in total by this Agreement which represents the final and complete agreement between the parties.

c. Binding Effect. This Agreement shall inure to the benefit of and be binding upon the parties and their respective successors, heirs, and assigns.

d. Unenforceable Provisions. The terms, conditions, and covenants of this Agreement shall be construed whenever possible as consistent with all applicable laws and regulations. To the extent that any provision of this Agreement, as so interpreted, is held to violate any applicable law or regulation, the remaining provisions shall nevertheless be carried into full force and effect and remain enforceable.

Dated: (month/day), 2018 DESERT HEALTHCARE FOUNDATION

By _____

Dated: (month/day), 2018 EMPLOYEE

By _____

Exhibit "A"
JOB DESCRIPTION Attached

DRAFT