

**MINUTES OF THE NOVEMBER 14, 2014 SPECIAL MEETING OF THE
PETALUMA HEALTH CARE DISTRICT BOARD OF DIRECTORS**

CALL TO ORDER:

President Thornton called the meeting to order at 10:30am in the building conference room at 1425 N. McDowell Blvd.

The Petaluma Health Care District's mission and vision was read by Director Adams.

PRESENT:

Fran Adams, Secretary
Elece Hempel, Member-At-Large
Robert Ostroff, MD, Treasurer
Kathie Powell, MS, Vice President
Josephine S. Thornton, MA, President

ALSO PRESENT:

Suzanne Cochrane, Board Clerk, PHCD
Ramona Faith, CEO, PHCD
Babs Kavanaugh, Consultant
Kathy Ficco, Community Member
Chris Manson, St. Joseph Health
Tim McLarney, True North Research
Lolis Ramieze, Tramutola Advisors
Larry Tramutola Advisors

CALL FOR CONFLICT:

There was no conflict of interest agenda items noted.

CONSENT CALENDAR:

A motion was made by Director Ostroff, seconded by Director Adams to approve the November 14, 2014 Agenda. This motion was passed by a vote of 5 ayes (Directors: Ostroff, Thornton, Hempel, Adams, Powell) and 0 noes.

PUBLIC COMMENTS:

There were no public comments.

BOARD COMMENTS:

There were no board comments.

COMMUNITY SUPPORT AND POLLING SURVEY RESULTS:

Timothy McLarney, True North Research, presented findings from a recent community survey designed to provide the Board with information on the feasibility of a parcel tax, create a measure consistent with community priorities and gather information needed for communications and outreach to the community.

The study was conducted through a telephone survey from October 3, 2014 through October 17, 2014. There were a total of 400 District voters selected that are likely to participate in the November 2016 election. Questions raised ranged from ranking the importance of issues on improving the quality of education, maintaining local streets and roads, to improving the quality of health care services in our community. The participants in this study ranked improving the quality of education in local schools either extremely or very important (84%) followed by ensuring local access to high quality emergency medical services (80%) and protecting the environment (78%). The importance of improving the quality of health care services in the community was rated somewhat lower, overall (67%).

With only the information provided in the ballot language, 54% of voters surveyed indicated that they would definitely or probably support the parcel tax measure at this stage in the survey, whereas 36% stated that they would oppose the measure and 11% were unsure or unwilling to share their vote choice.

Those who proposed the measure at this point in the survey were most likely to cite concerns that taxes are already too high (33%) a need for additional information about the measure (20%).

In addition, each participant was asked if they would support PHCD to establish a parcel tax up to \$125 per parcel for five years only, with independent citizen oversight, no money for administrators, and all funds staying local. Using the \$125 per parcel tax, 49% of likely voters surveyed indicated they would vote in favor of the measure.

Among the projects and improvements that could be funded by the parcel tax measure, the item that resonated with the largest percentage of respondents was Ensuring local access to advanced, life-saving emergency room services at Petaluma Valley Hospital (79% strongly or somewhat favor), followed by Providing community health and wellness programs to address the specific needs of residents, including programs that address chronic disease, mental health and senior needs (79%), and keeping the hospital's medical equipment and technology up-to-date (78%).

Mr. McLarney explained that the results provide information on where participants of the community are currently feeling about health care services as well as what the District can do to educate the community on the benefits of a tax. For example, inform community members that have Kaiser Insurance can use PVH Emergency Room when necessary and what will the tax accomplish for the community.

Mr. McLarney stated the vast majority of voters in the Petaluma Health Care District consider ensuring local access to emergency medical services and improving the quality of healthcare services in the community to be very important issues – on par with other benchmark issues including protecting the environment, improving the quality of education, and maintaining local streets and roads.

True North and Tramutola Advisors feel it is premature at this point to make a specific tax rate recommendation. Once the District has the opportunity to effectively engage and communicate with the community on these issues, a future tracking survey will help establish a rate that is within voters' comfort zone.

Larry Tramutola and Tim McLarney provided an overview on the variety of election options should the District elect to move forward with a parcel tax measure.

Board of Directors thanked Tim McLarney and Larry Tramutola for the presentation. The survey data assists the board in their due diligence process.

ADJOURN:

President Thornton adjourned the meeting at 5:05 pm.

Submitted by: Fran Adams, Board Secretary

RECORDED BY: Suzanne Cochrane, Board Clerk