



**MINUTES OF THE JULY 21, 2021 MEETING OF THE
PETALUMA HEALTH CARE DISTRICT BOARD OF DIRECTORS**

1) CALL TO ORDER

Director Hempel called the meeting to order at 5:00 PM via Zoom virtual meeting.

PRESENT (VIDEO CONFERENCE CALL)

Elece Hempel, Director

Crista Nelson, Director

Gabriella Ambrosi, Director

Jeffrey Tobias, MD, Director

Brian Dufour, Director

STAFF PRESENT (VIDEO CONFERENCE CALL)

Ramona Faith, CEO, PHCD

Andrew Koblick, Controller, PHCD

Ty Mooney, Board Clerk, PHCD

CALL FOR CONFLICT

Director Hempel called for conflict. There were none.

1) MISSION AND VISION

Director Ambrosi read the mission and vision of the Petaluma Health Care District.

The mission of the Petaluma Health Care District is to improve the health and well-being of our community through leadership, advocacy, support, partnerships, and education.

The Petaluma Health Care District envisions a healthy community and equitable access to health and wellness services for all.

2) CONSENT CALENDAR

A MOTION was made by Director Dufour and seconded by Director Ambrosi to approve the July 21, 2021 Agenda and July 6, 2021 Board Meeting Minutes. The motion was passed by a vote of 5 ayes (Directors Ambrosi, Hempel, Dufour, Nelson, and Tobias) and 0 noes.

3) PUBLIC COMMENTS ON NON-AGENIZED ITEMS

There were none.

4) BOARD COMMENTS

Director Tobias summarized chapters 11 & 12 of *52 Ways to be a Better Board*.

5) PRESENTATION ON DESERT HEALTH CARE DISTRICT (DHCD)

Mr. Barzaga, Desert Health Care District and Desert Health Care Foundation CEO gave a brief presentation on the Desert Health Care District and their Foundation. Mr. Barzaga stated that the foundation is a parallel of the district and the District and the Foundation share a governing board for transparency purposes. The assets of the foundation are primarily assets of the district. The foundation serves as a vehicle to promote a collective impact approach. This vehicle has been used to allocate resources from the district to address district health priorities. The idea is that the foundation will attract other matching funds. The foundation provides leadership, collaboration, and a vehicle to create a robust response to community needs and service gaps.

Director Tobias inquired about the funding process. Mr. Barzaga stated the district allocates seed funding to the foundation and that seed funding becomes a starting point for other fundraising and donors to build on. Then the district puts out a grant opportunity and organizations apply for program funding.

Director Tobias inquired about how the funding initiatives are determined. Are they strict or are they able to respond to immediate needs? Mr. Barzaga stated they rely on their Community Needs Assessment to determine funding priorities. This process is completed every five years.

Mr. Spees asked if the district raises its own money? Ms. Barzaga stated that the district and the foundation each run as separate entities, they have their own audits and balance sheets. The district owns the assets, but it allocates assets and legacy funding to the foundation.

Director Hempel asked if Mr. Barzaga and his staff served both the foundation and district and how that expense is allocated. Mr. Barzaga stated that it is project based where a percent of the time is allocated to the foundation work and some staff are funded by grant work.

Director Hempel asked about board meetings, are they joint? Mr. Barzaga stated the meetings are different but on the same day. Adjourn one meeting and start the other meeting. The foundation is subject to the Brown Act.

Director Tobias inquired about the investment strategies. Mr. Barzaga stated the same financial advisor manages both accounts, but they are separate policies.

Director Dufour asked if there was a community advisory group for the foundation. Mr. Barzaga stated that there was a community advisory committee who reviewed the grant applications, but it was not successful. Instead of asking the community to review grant applications the district engaged the community to discuss what the community would like the money to go towards which was much more successful.

Director Tobias asked if Mr. Barzaga feels the community understands the differences between the district and foundation. Mr. Barzaga stated that he feels the community does understand the difference between the two.

Director Nelson asked how DHCD determines the amount of money the foundation and district contributes to the community. Mr. Barzaga stated the amount given each year is determined on an annual basis based on staff recommendation, research, sustainability. The district donates about 4 million a year while the foundation varies year to year. The foundation this year provided \$150,000 and then fundraised or received matching gifts from the community to total the giving amount to \$3.5 million.

6) BUSINESS DEVELOPMENT PROGRESS UPDATE

Jonathan Spees, Marin Street Consulting, provided a presentation on business development and asked the board to start thinking about what percentage of assets they are willing to allocate to alternative investments, investments that are not related to stocks.

After Mr. Spees presented on opportunities to have senior facilities Director Nelson inquired if the district would be running these facilities or if they would partner with someone who is capable and licensed to operate these facilities. Ms. Faith responded that an endeavor such as a senior assisted living would most like be

through a partnership. Director Nelson stated she has seen these types of partnerships before, and it tends to raise the price for the consumer which is not in line with District goals.

Ms. Faith has attempted to schedule a meeting with the hospital and will continue to work on scheduling a meeting where the district and hospital can explore development opportunities.

Ms. Mooney suggested the board investigate housing/inclusive communities for residents of all ages with special needs. Ms. Mooney shared her brother has special needs and, in her experience, there are limited opportunities for these individuals to have stable housing and care outside of the family.

Director Ambrosi suggested an adult daycare center is something to consider although she is unaware how profitable of an endeavor it would be.

7) FINANCIAL SUSTAINABILITY

Matthew Kellam from Exchange Bank presented the 2nd Quarter Report, Marketing & Investment Review.

8) ADMINISTRATIVE REPORTS

Presidents Report

Nothing to report.

CEO Report

Ms. Faith shared information about the Blue Zones Project. Ms. Faith stated she has been aware and interested in the Blue Zones Project for more than 5 years and was looking to circle back to explore Blue Zones after the hospital operator was secured. Recently Petaluma Mayor Teresa Barret called Ms. Faith to explore the opportunity to bring Blue Zones to Petaluma. Ms. Faith recommended that the District Board invite a representative from Blue Zones to present at a future board meeting. An invite would be sent out to key stakeholders and city representatives to join the meeting to determine interest in collaborating to bring a Blue Zones Project to Petaluma.

Ms. Faith mentioned there was an opportunity for Districts to apply for a DEI (diversity, equity, inclusion) pilot program that is funded through an ACHD grant. The Petaluma Health Care District was one of five Districts selected to participate in the pilot program. Ms. Faith hopes to glean more information about how to support community wide DEI efforts. The three-session program starts with the district CEOs coming together to discuss need. The next step includes inviting up to 12 members of the community to attend the DEI training.

Ms. Faith shared the district has been asked to sponsor a few events that the district has historically supported over the years and is inclined to do so. Director Nelson asked to see the sponsorship list at the next board meeting. The funding for sponsorships to support local health priorities is budgeted each year based on the previous year. Ms. Faith will share the sponsorship list at the August Board meeting.

Director Hempel and Director Dufour stated that they would like to investigate fundraising events that generate revenue for the foundation.

Ms. Faith shared that there was an ask for funding from Miracle League, a special needs baseball program, to help alleviate some health and safety concerns on the field including lights and an AED. A representative from Miracle League would like to present their program and needs to the Board. Director Hempel requested a presentation from them at a future board meeting. The district is looking to identify a sponsor to donate an AED to the Miracle League.

Ms. Faith has been working on identifying a facilitator for a board retreat that will allow time for strategic discussion. The goal is to have the retreat in person.

9) BOARD GOVERNANCE SELF-ASSESSMENT DISCUSSION

Ms. Faith will create a board governance self-assessment survey to identify needs and facilitate board governance discussion.

10) STAFF UPDATE REGARDING SHARED SERVICES BETWEEN PETALUMA HEALTH CARE DISTRICT AND HEALDSBURG HEALTH CARE DISTRICT

Ms. Faith stated an MOU has been submitted to Healdsburg for review. Once she hears back from Healdsburg, PHCD legal counsel will review, and the MOU can be finalized which outlines an agreement for sharing Board Clerk services.

11) INFORMATIONAL ITEMS

Ethics training needs to be completed by a few board members including Director Nelson, Ambrosi, and Dufour. Director Nelson will be completing her ethics training at the ACHD annual conference in September while Director Ambrosi and Dufour will do the online course.

12) ADJOURN

Director Hempel adjourned the meeting at 8:47 AM.

Submitted by Director Gabriella Ambrosi, Secretary PHCD

Recorded by Ty Mooney, Board Clerk PHCD