



Peninsula Health Care District

CEO 2010 Performance Goals 2/1/10 – 1/31/11

1. Asset Management

- a. Develop a financial plan that addresses
 - i. Portfolio mix – cash reserves, real property, debt, other
 - ii. Property development opportunities
 - iii. Insuring against Sutter “paramount default”
- b. Establish ROI targets for District properties and attempt to realize through leasing arrangements
- c. Establish, in collaboration with MPHS, a plan for disposition of hospital fixed assets carried on District books which maximizes potential return to District.

2. Strategic Plan

- a. Develop and implement a strategic planning process that will engage key stakeholders.
- b. Complete the District’s 2010-2015 Strategic Plan.

3. Board Education

- a. Develop topics and recruit speakers of educational value for presentation at each Board meeting.

4. Public Relations

- a. Cultivate opportunities for Board member contact with media to advance our messages.
- b. Continue to engage MPHS in issues of mutual interest.

5. Succession Planning

- a. Develop profile of skills, expertise, and style sought in perspective Board member.
- b. Identify potential future Directors and encourage participation on Board Committees.

Board Approved 2/25/10