

**CEO MONTHLY REPORT
July 2018**

1. COMMUNITY BENEFIT PROJECTS:

A. The Trousdale Assisted Living/Memory Care:

- 1) Projected 'substantial completion' date has been extended to late July.
- 2) SMCo County Health and Fire Marshal have signed off; Public Works and State Licensing still pending.
- 3) First resident admissions anticipated late August at the earliest.
- 4) Ms. Chu, Executive Director, will provide recruitment and program updates at Board meeting.

B. The Peninsula Wellness Community:

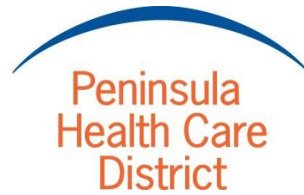
- 1) Exclusive Negotiating Agreement approved by Board June 28, 2018; signed and effective July 1, 2018.
- 2) Director Pagliaro provided PWC update at Burlingame City Council July 2.
- 3) Daily Journal Article published July 9th, SF Business Times e-news article published July 11th PHCD e-newsletter announced signing of ENA and next steps in development process.
- 4) Development Team meetings held July 7 and 23. Agenda focus is progress against Performance Timeline for Developer's work, communications plan and PHCD document submittals in compliance with Due Diligence.
- 5) Renewed discussions with Gatepath and Burlingame School District in process with the purpose to determine if they wish to be integrated into the project.
- 6) Questions have come in from three (3) PHCD constituents requesting clarification on specific dimensions of the proposed buildings.

C. Fitness/Wellness Center at 1875 Trousdale:

- 1) The gym was closed July 1 through 8 for deep cleaning and preparation for the PHCD Wellness Center opening Monday, July 9 at 6 am.
- 2) During the closed week, Director Michelle Marheineke welcomed former Sutter members wishing to sign up. By the end of the first day, 75 former members were signed up; by the end of day 3, we had 120 former members signed up and 30 membership packets out.
- 3) Exterior signage was finalized and received Board signoff July 9th. Installation anticipated by end of July.
- 4) Staff now ready to sign up new members.
- 5) PHCD newsletter out second week of July; phone traffic very active in response to lead article on the Center.
- 6) Grand Opening planned once fully staffed and class schedule established – probably mid-September.

D. Sonrisas Dental Health:

- 1) SDH Board held two strategic planning retreats June 11 and July 16. Mission reaffirmed; mission statement tweaked a bit. Strategic priorities identified to address the challenges of the non-profit model.
- 2) Management conducted analyses of visit volumes by payer and zip code, fee schedule relative to market, direct and indirect costs, fund-raising opportunities, and other drivers of financial performance.
- 3) A Balance Sheet Audit for FY 2018 has been launched.



2. COMMUNICATIONS AND VISIBILITY:

- A. PHCD's summer newsletter out second week in July.
- B. Second edition of new PHCD monthly e-newsletter out second week of July.
- C. July FlashVote survey asked for input on PHCD health priorities. Results to be shared at Board meeting.
- D. PHCD and Eskaton will be hosting booths at the Burlingame and Millbrae annual summer festivals; Burlingame is in August and Millbrae is Labor Day weekend. PHCD will have a table at the Burlingame Spirit Run on Labor Day and participate in Assemblymember Mullin's Health and Safety Fair to be held at Tanforan on September 8th.
- E. Anniversary Event Planning continues.
 - 1) National Public Radio's program host of the podcast ***Hidden Brain***, **Shankar Vedantam**, will be PHCD's guest speaker at the December 5th event at the Burlingame Hyatt.
 - 2) Interviewees from the various decades of service are being lined up for the anniversary video.
 - 3) Sponsorships for the celebratory event are being solicited.