



CEO MONTHLY REPORT September 2018

1. **COMMUNITY BENEFIT PROJECTS:**

A. **THE TROUSDALE ASSISTED LIVING/MEMORY CARE:**

- 1) Eskaton Staff have moved in!
- 2) Sylvia Chu, Executive Director, and Terry Ervin, Eskaton VP for Residential Services met with the State Licensing bureau and were informed the application was complete and they successfully passed the Component II interview. Last step in the licensing process is the onsite inspection by the Licensing Program Analyst which should be done this month.
- 3) Resident admissions will begin immediately following receipt of license.
- 4) A "Charter Depositor" event is scheduled for October 5 at 2 pm. These residents will be able to see their apartments and will get an orientation to the various supportive technologies in the building. The VIP event and public open house dates TBD.
- 5) Future resident depositors are holding at 80.

B. **THE PENINSULA WELLNESS COMMUNITY:**

- 1) PWC Development Team Meetings held on August 27 and September 17. Discussions focused on the project timeline, status of discussions with Gatepath and Burlingame School District, proposed Developer Entity Structure, and community feedback at August 18 Town Hall and via email.
- 2) PHCD's July 13th letter requesting a meeting with BSD representatives was presented at their September 11th Board Meeting. PHCD representatives were informed of that plan and Director Zell and I attended.
- 3) Having this on BSD's agenda drew the attention of Austin Walsh from the Daily Journal who did pre and post meeting articles on the subject. [Articles will be included in the 9/27/18 Board meeting materials under Media and Correspondence.]
- 4) Appraisal of the 1825 BSD parcel was completed – both as a standalone and as part of an assemblage.

C. **FITNESS/WELLNESS CENTER AT 1875 TROUSDALE:**

- 1) Membership at 192.
- 2) Yoga classes are offered on Wednesdays from 10-11 and are full.
- 3) Tai Chi will start in October and will run Mondays and Thursdays due to demand.
- 4) Physical Therapy will be available soon. An Independent Contractor PT will be scheduling appointments at the Center one full and one half-day a week.
- 5) YTD Financials (July and August):
 - Revenues below budget by \$2000 (8%) as we budgeted for Drop-in visits (non-member) and private trainer services which have not started.
 - Expenses were \$8,800 below budget (16%) due to slow ramp up of labor, no private trainer services and no minor equipment purchases.

- Net income (without depreciation) is a loss of \$32,000 which is \$8,800 (21%) better than budget.
- 6) A ribbon cutting/open house is being scheduled in mid-October. Date still TBD.

D. SONRISAS DENTAL HEALTH (SDH):

- 1) FY 2018 Audit will be completed and ready for October Board meeting. Review of performance will be reported out under Old Business at 9/27/18 Board meeting.
- 2) The FQHC partnership with the County Health System continues to move forward, however, glacially. Met with County Health CFO on 9/17/18 and hope to have a draft contract this month.
- 3) The Conscious Sedation Program will be launched in October. Equipment has been purchased by the Bothin Grant received over a year ago for this purpose. The business plan and budget are going to the SDH Board on 9/20/18.
- 4) FY 2019 has started out well. Last month it was reported SDH receiving \$250,000 from Cal Wellness Foundation; this month SDH was awarded \$30,000 from the Sand Hill Foundation, up from \$10,000 in prior years; and, SDH moved to the full proposal phase of the Dignity Health grant program.
- 5) Outreach activities have increased. Dr. Jue has conducted school screenings, will be speaking at the San Mateo Chamber Health Fair September 20th and at the Self-Help for the Elderly event on September 23rd.
- 6) The Development Director recruitment is in process.

2. COMMUNICATIONS AND VISIBILITY:

- A. Forth edition of new PHCD monthly e-newsletter went out to 600 in the second week of September. Opening rate 38%, still well ahead of 20% which is considered excellent.
- B. September Flash Vote survey out week of September 17 – topic Brain Health and Information. Sign-ups very slow. 600 participants make results statistically valid and PHCD’s participants are still at 110. Results to be shared at Board meeting.
- C. PHCD City Council presentations scheduled at Millbrae on September 25 and Foster City on October 1.
- D. Anniversary Event Planning continues.
 - 1) 9/25 phone interview scheduled with speaker, Shankur Vendantum to go over topic areas and firm up title of his talk.
 - 2) Video interviews will be schedule in mid-October. Plan is to have community members share memories for each decade.
 - 3) Sponsorship donations starting to come in.

9/1: Millbrae Street Fair Booth promoting Trousdale, Wellness Center and Sonrisas Dental Health

9/7: San Mateo Leadership Kick-Off of Class of 2019

9/10: Toured The Trousdale with Janet Wagner and Board member

9/11: Toured new Sutter Hospital on Van Ness in SF with Director Galligan

9/12: Co-chaired Leadership Curriculum Committee with Lisa Goldman, Burlingame City Manager

9/12-9/14: ACDH Annual Meeting with Directors Galligan and Zell

9/18: Met with Supervisors Horsley and Canepa, and Councilwoman Kreighran re: Seton

9/19: Burlingame Rotary Board, co-chair of Community Service Committee

9/21: Meeting with Councilwoman Beach

9/21: Meeting & touring new San Mateo Oral Health Coalition Director at Sonrisas San Mateo

9/28: Attending Leaders in Action Program in Santa Rosa with Director Galligan: “Prevention & Integration in Oral Health”; State Dental Director, Dr. Kaymar, is keynote speaker.