



BOARD OF DIRECTORS MEETING MINUTES 6:30 pm Thursday, June 22, 2023 1819 Trousdale Dr. Burlingame, Ca 94010 (Classroom)		
<u>Directors Present</u> Chair Cappel Secretary Zell Director Navarro Director Sanchez	<u>Directors Absent</u> Vice-Chair Pagliaro	<u>Also, Present</u> Legal Counsel Mark Hudak Eric Ryan, Mission Met Perla Rodriguez, CEO Voler Paula Anderson, Commercial Lines Manager from Risk Strategies

1. Call to Order and Roll Call: Chair Cappel called the meeting to order at 6:32 pm. Roll call attendance was taken. A quorum was present.

2. Public Comment on Non-Agenda Items: No Public comments were offered

3. Report Out From Closed Session: 5/25/2023 and 6/22/2023

Chair Cappel stated that the Board held discussions regarding real estate during the closed session meetings held on 5/25/2023 and 6/22/2023

4. Consent Calendar: ACTION

- a. Board Meeting Minutes – May 25, 2023
- b. Checking Account Transactions – May 2023
- c. Treasurer’s Report – **May 2023**
- d. Audit Engagement Letter for FY’ 23
- e. Approval to Renew the Voler Strategic Advisors Communications Contract for two years
- f. Approval of Resolution 2023-05 Authorizing Chief Executive Officer to Execute Documents Relating to 1764 Marco Polo Way



Motion to Approve the Consent Calendar as Presented

Motion: By Director Sanchez; Seconded By Director Navarro

Vote: Ayes – Cappel, Zell, Navarro, Sanchez

Noes: 0

Abstain: 0

Motion Passed: 4/0/0

5. Old Business:

a. Strategic Plan Update: Eric Ryan, Mission Met, and CEO Pulido

Mission Met facilitator **Eric Ryan** updated the Board on the progress of the Strategic Plan.

Presentation Highlights

Summary of the Strategic Planning Process

- Since early 2022, the staff, Board, and Strategic Directions Committee have been involved in a strategic planning process
- Mission Met consultants engaged in November to button up the plan
- Board, key staff, and consultants met on April 3 for a one-day retreat
- Since April, the plan has been reviewed and revised with the new CEO, the staff, and consultants
- The Strategic Plan has been captured in Mission Met software

Two Strategic Themes of the Plan

2023-2024 – A Strategic Framework for Programs: Create a common strategic framework for each core program, focusing on establishing metrics and funding support commensurate with the community benefit.

2025 – Key Metrics: Establish and begin tracking success on a set of key health metrics for the District in each focus area:

- Preventive Health
- Mental Health
- Dental Health
- Integrated Initiatives

Framework of 2023-25 Strategic Plan



Vision: All District residents are living their optimal health.

Mission: To support district residents of all ages to achieve optimal health and wellness through education, prevention, advocacy, and safeguarding community access to basic health services.

Core Values: Collaboration Stewardship Inclusion Transparency

Three Key Metrics

Overall metrics

Indicates the success of the organization.

Examples:

- # of pounds CO2 reduced
- % decrease in mortality from lung cancer

Focus Area Metrics

Indicates the success of a focus area.

Examples:

- Annual score on a staff engagement survey
- # of workshops delivered

Goal Metrics

Indicates the success in achieving a goal.

Examples:

- \$ raised annually
- Client satisfaction scores

Software

Metrics and goals will be monitored throughout the year with the consistent use of tools, such as calendared assessments, reviews, and the implementation of the Mission Met software.

Q & A with Eric Ryan

Mr. Ryan stated that, after discussions with **CEO Pulido**, they shared the same vision regarding the strategic themes and their essential role as a fundamental component of the plan's foundation.



CEO Pulido commented that setting the strategic framework in the first year of the plan will set up the organization to reach its mission of enabling the District's residents to achieve their optimal health. This is accomplished by considering the state of the community, organization and analyzing the current and emerging needs of the District as it moves past the pandemic.

When will the Mission Met software be available to the organization? The software will be available within the next week.

What was the process by which Mission Met assessed and determined the metrics to be incorporated into the Strategic Plan?

The organization engaged in discussions with Board members and sought their feedback on the existing metrics used to evaluate the overall organizational health of the PHCD. The process further involved refining and narrowing down these metrics, ultimately reaching a consensus on which would best support the District's mission to enhance public service quality and community outreach.

6. New Business: ACTION

a. Year-End Communications Report: Perla Rodriguez, CEO Voler, and Stephanie Arevalo Rodriguez, Director of Business Operations

Voler CEO Perla Rodriguez presented the Year-End Communications Report.

Presentation Highlights

Background:

Voler Strategic Advisors joined PHCD in August 2019, and it has been a fruitful partnership for the past four years. Voler is engaged with PHCD through a monthly retainer, offering comprehensive communications support. Their services range from organizing press conferences to daily strategy discussions, all aimed at creating valuable opportunities for the District. Together, they have fostered a productive and collaborative relationship that continues to benefit PHCD. Renowned for their collaboration with esteemed agencies across San Mateo County, the Voler team brings a wealth of expertise in utilizing social media as both a tool and a strategic approach. Their in-house graphic design capability, video production, and photography skills further enhance their offerings. Additionally, their external engagement team has successfully secured increased visibility for the District through television, radio, and print media. With their comprehensive skill set, Voler has proven invaluable in expanding the District's reach and presence.

Continued Contractual Scope of Services:

- Social Media: develop content, graphic design, and content calendar. Monitor and track clicks, engagements, likes, and other metrics to drive refinement to improve visibility and impact.
- Video Production: develop and produce videos that can be shared on all District platforms (Facebook, YouTube, website, Instagram, etc.).



- Graphic Design: assist in developing marketing collateral and printed pieces.
- Press: work directly with media as a point of contact to secure TV, radio, and print opportunities to showcase PHCD's people and impact on the community's health.
- External Engagement: develop and implement strategies to inform the community on issues important to the district's constituents and political leaders.
- Crisis Management offers a two-pronged approach:
 - Collaborating with staff to proactively prevent crises.
 - In the event of an occurrence, analyze facts and devise a timely and transparent strategy.

New Contractual Scope of Services:

- allcove Social Media: co-develop content, graphic design, and content calendar. Monitor and track clicks, engagements, likes, and other metrics to drive refinement to improve visibility and impact.
- Newsletter: assist in developing content that aligns with District's programs and strategic plan and is relevant to the community.
- Website(s) Support: develop the District's strategy in redesigning all three websites to increase usability and relevance to the community.

Action requested: Board approval to renew the Voler contract for the term August 2021 through July 2023 for 8k a month.

b. PHCD Insurance Policies: Renewals, Coverages, and Costs for July 1, 2023, through June 30, 2024:
Paula Anderson, Commercial Lines Manager from Risk Strategies

Risk Strategies, Commercial Line Manager **Paula Anderson** briefly summarized the PHCD insurance policies renewals, coverages, and costs for July 1, 2023, through June 30, 2024.

Motion to approve PHCD Insurance Policies: Renewals, Coverages, and Costs for July 1, 2023, through June 30, 2024

Motion: By Director Sanchez; Seconded By Director Navarro

Vote: Ayes – Cappel, Zell, Navarro, Sanchez

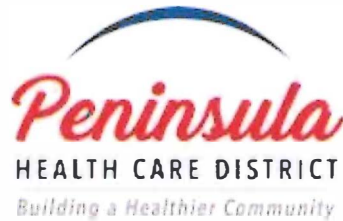
Noes: 0

Abstain: 0

Motion Passed: 4/0/0

c. Approval of allcove™ San Mateo Youth Drop-In Center Issuance Fee to City of San Mateo for Cost of Permits for Tenant Improvements at the 2600 S. El Camino Real, San Mateo Location: Eddie Flores, Director of Youth Behavioral Health Programs

DYBH Flores: commented that a portion of the permit funds for tenant improvements, precisely \$28,000 out of the total request of \$46,000, will be a deposit for recyclable purposes. Once the general contractor finishes their work, this deposit will be refunded back to the district.



Motion to approve Cost of Permits for Tenant Improvements at allcove™ San Mateo Youth Drop-In Center, 2600 S. El Camino Real, San Mateo

Motion: By Director Zell; Seconded By Director Sanchez

Vote: Ayes – Cappel, Zell, Navarro, Sanchez

Noes: 0

Abstain: 0

Motion Passed: 4/0/0

d. Approval of Director of Strategic Initiatives Position in FY' 24: CEO Pulido

CEO Pulido stated that after evaluating the job role, she determined that an expansion of responsibilities and title change is needed to better support the District's Strategic Plan and Board-directed goals. The position will continue to uphold the essential elements of the Community Engagement Director's responsibilities and will not affect the existing designated salary range.

Motion to approve Director of Strategic Initiatives Position in FY' 24

Motion: By Director Zell; Seconded By Director Sanchez

Vote: Ayes – Cappel, Zell, Navarro, Sanchez

Noes: 0

Abstain: 0

Motion Passed: 4/0/0

e. Vote for CSDA Candidate (Seat C): Vice Chair Pagliaro

Motion to approve Vote for Vice Chair Pagliaro as the CSDA Candidate (Seat C)

Motion: By Director Zell; Seconded By Director Navarro

Vote: Ayes – Cappel, Zell, Navarro, Sanchez

Noes: 0

Abstain: 0

Motion Passed: 4/0/0

f. Proposal to Cancel July 27th Regular Board Meeting: Chair

Motion to approve Proposal to Cancel July 27th Regular Board Meeting

Motion: By Director Zell; Seconded By Director Navarro

Vote: Ayes – Cappel, Zell, Navarro, Sanchez

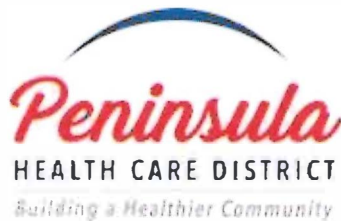
Noes: 0

Abstain: 0

Motion Passed: 4/0/0

7. Reports:

a. Board Standing Committees:



Strategic Direction Oversight - Next Meeting July 5, 2023

Chair Cappel stated that the next meeting is scheduled for July 5th but will be rescheduled for the first week of August.

Finance - Next Meeting July 12, 2023

Director Zell stated that the next meeting is scheduled for July 12th.

Community Health Investment - Next Meeting August 7, 2023

Director Navarro stated that the next meeting is scheduled for August 7th

b. Board Chair and Director Reports

Chair Cappel stated he did not have a report for the month.

Director Zell stated that he extended an invitation to Sutter to receive an update on the Mickelson therapy pool. After contacting the Public Affairs Representative at Sutter, she informed him that the organization would be making an announcement regarding this matter. **Director Zell** would like to extend another invitation to the newly appointed CEO at Sutter Health Mills-Peninsula Medical Center.

Chair Cappel asked **CEO Pulido** to extend an invitation to the CEO at Sutter Health Mills-Peninsula Medical Center.

c. Staff Reports

YOS Almes reported that extending the application deadline for the YAG was a success, as they received nearly twice the number of applications compared to the original deadline. The age demographic ranges from 14 to 23, with the average age being 17. The diverse group of applicants includes eight females, seven males, one non-binary individual, and three who identify as they/he or they/she. Additionally, YOS Almes attended SAMCEDA's 70th-anniversary event on Tuesday, June 6th. The event featured speakers from impactful local organizations, including allcove™ that are making a significant difference in the community. During the event, YAG member Christine had the opportunity to share her personal mental health journey alongside Dr. Steve Adelsheim.

DYBH Flores reported that BHRS' MHSA (Mental Health Services Act) three-year strategic funding and prioritization plan has been successfully finalized. The PHCD has received a favorable recommendation for funding in the amount of \$500,000.00 as one-time funds. This funding is a crucial element of the county's BHRS Prevention & Early Intervention 3-year funding strategy, specifically aimed at improving access to early intervention and prevention services for youth and young adults.

CFO Yee reported all preparations for the AbilityPath building purchase and transfer are complete. The transfer is scheduled to take place on July 1st.



Chair Cappel inquired if there was any clarification regarding the liens on the property.

Counsel Hudak commented that he was assured that the District would receive a clear title upon the anticipated completion of the closing process within a week.

CEO Pulido reported that **Vice Chair Pagliaro** and **Director Sanchez** joined her at the HUB Executive Leadership Team meeting, where they reviewed the programs and services that were initially planned during the research phase. They discussed the importance of refining the focus areas and scheduled a workshop with the hopes of having the entire Board present to provide their input and feedback.

CEO Pulido also shared that after her meeting with **Sylvia Chu**, the Executive Director of The Trousdale, she was informed that five new tenants have recently moved into the facility, bringing the occupancy rate of The Trousdale to 87%. They will continue to build on this momentum by promoting the social events held at the facility each month. In addition, the PHCD staff had the opportunity to attend the Senior Showcase hosted by the San Mateo Daily Journal. During the showcase, she received valuable feedback from attendees who mentioned seeing the Trousdale ads recently posted in the publication.

Furthermore, **CEO Pulido** had the honor of attending SAMCEDA's 70th anniversary event, where allcove and the Youth Advisory Group were recognized. She also reported that she attended the Sonrisas Board retreat, where she was able to meet the members and listen in on their discussions on becoming a Federally Qualified Health Center (FQHC) model, as it is being incorporated into the PCHD Strategic Plan. She also mentioned having another conversation with Rob Bartoli, the Executive Officer from LAFCO, regarding the District's upcoming organizational update presentation to the commission. After some discussion, they agreed upon January 17th, 2024, as the date for the presentation. They have scheduled a meeting in November to further discuss the specific areas of interest for the commission.

Lastly, **CEO Pulido** took a moment to recognize **Stephanie Arevalo-Rodriguez**, PHCD Director of Operations, for her years of service. **CEO Pulido** extended heartfelt best wishes to **Ms. Arevalo-Rodriguez** on behalf of the entire District, acknowledging her valuable contributions and expressing gratitude for her efforts.

8. Correspondence and Media:

- a. 5/23 Thank You Letter from Caminar
- b. 6/5, 6/16, 6/23, 6/28, 6/30, 7/1, 7/3, and 7/6 PHCD Ad in the Daily Journal

9. Adjourn: Chair Cappel adjourned the meeting at 7:34 pm

Written by: Voula Theodoropoulos

Approved by:


Lawrence W. Cappel, Board Chair