

Tahoe Forest Hospital District
Measure C General Obligation Bond Citizens Oversight Committee Meeting
Monday, June 9, 2008, 4:00 PM -Lobby Conference Room, Tahoe Forest Hospital

Members Present: Randy Hill, John Moise, Steve Gross, Leisa Petersen, Caroline Ford, Paul Leyton, Mark Tanner
 Sherrin Fielder

Staff Present: Evangeline Van Skyhawk, Maia Schneider, Paige Nebeker, Rick McConnell

Guests present:

Attachment #1 Minutes from
 5/12/08
Attachment #2 Draft COC
 Budget

Topic/Agenda	Finding/Conclusions	Recommendations/Action and Responsible Party
I Called To Order at 4:06pm		
II Roll Call	<i>Please see above</i>	
III Clear the Agenda/Items Not On the Posted Agenda	District board meeting on the 24th of June. Strategic planning meeting on the 23rd of June. Quarterly report from the board is due next month. Quarterly report for the District Board is due next month. Randy Hill stated that while there was a misunderstanding at the previous meeting about rights to make motions, Chair does retain that right.	Hill to write and present Quarterly report in July.
IV Input – Audience	None	
V Approval of Minutes of 5/12/08	Section III – in reference to budget, need to clarify that this is for communications. Hill motioned, John Moise seconded. Approved unanimously. Hill requested that attachments be detailed in the minutes when referenced, as well as the attachment table at the top of the minutes.	
VI Facilities Development Update – Rick McConnell	May 15th was initial meeting with Freeman White to clarify overall schedule. May 21st was tour of facilities. 28th and 29th conducted on site interviews with Ginny Razo and Sandy Golonka , as well as other departments within the hospital. Master plan due by mid to late August, 30 days to review and fine tune to have finalized master plan by the end of September. In-depth meetings will take place with IT next week. Master plan will be put to the District Board for approval. It will be a blue print of short-term, mid-term and long-term operational plans. They will be looking for feedback as the process moves along. This will include a project schedule. Freeman & White are paid from the Measure C monies. Therefore, accounting reporting needs to begin taking place on a regular basis and should be added to the standing COC agenda.	
VII Bylaws Committee Assignment	District looked at recommendations at the last meeting, Roger Kahn and Larry Long agreed to be part of the ad hoc team to review. Randy recommended two representatives of COC are Paul Leyton and Caroline Ford. Lisa Petersen motioned and Mark Tanner seconded. Approved unanimously.	

VIII Communications

Paige Nebeker, Director of Marketing presented options for the upcoming newsletter for the COC. Please see COC Draft Budget (Attachment #2) for cost and description specifics. This budget reflects any number of options for communications. *Expenses for COC are assigned to TFHD Community Development, not the Foundation.* Marketing typically consists of doing many different things, not just one thing. Format of example mirrors the Foundation's newsletter. Questions as to quantities. To send to all box holders would be 15,000. Registered voters might be less than 12,000. Sierra Sun circulation varies. Wednesday Sun would probably be best target. Flyers can be purchased to be inserted in to local newsletters, such as the Chambers. Those are for more immediate communication. Cost varies by publication. Nebeker suggested beginning with a newsletter. Changes can be made to make it cost less and open up other forms of communication. Not really an option to piggyback on to existing publications for the Health System, primarily due to need to keep arms length between the Health System and the COC. Email is delicate, because not everyone wants to freely give their info, and permission is essential. Maia Schneider cautioned the COC to remember that any direction they take will take resources; who will write the newsletter, who will maintain the changes to a website, etc. Ford suggested creating tabletop displays to be placed around town, as a more passive option. Moise suggested starting off with an ad in the Sierra sun introducing the COC, website, etc. Then annually sending out a letter. Sherrin Fielder wanted additional info as to cost for changes to website-ballpark of \$350 a month was given by Nebeker. Petersen wanted to try a more bare bones approach. Discussion took place in regards to possible website content. Steve Gross suggested thinking about whom the target audience is and how you reach them. Petersen expanded upon Moise's idea, an ad as well as article for Sierra Sun. Develop Website; Post FAQs, accounting component, bylaws, minutes, mission, agendas, member bios. The committee reached consensus to create a Website first, email to follow, 1 page annual communication at a much later date. Hill proposed creating an Ad Hoc communications committee, to include Leisa Peterson, John Moise and Caroline Ford, to work with Nebeker. Leyton moved, Moise seconded. Unanimously approved. Tanner moved to use HospitalCOC.org, for COC Website. Hill seconded. Approved unanimously.

Ad Hoc Committee will come back in July with proposed content; will provide attachment to Staff to be included in agenda. Nebeker to create upon approval.

IX Next Scheduled Meeting, 7/14/08 Topics, Tasks

Photographs for Website-dress to impress. Schneider urged committee to add licensing to agenda. Bylaws, ad hoc communications committee, facilities development timeline.

Committee encouraged to arrive at 3:30 for photos.

X Meeting adjourned at 6:02 PM