

**MINUTES OF STUDY SESSION MEETING  
BOARD OF DIRECTORS  
SEQUOIA HEALTHCARE DISTRICT  
November 5, 2013  
Conference Room, 525 Veterans Boulevard  
Redwood City, CA 94063**

<u><b>Directors Present</b></u> Director Faro Director Griffin Director Hickey Director Kane Director Shefren	<u><b>Directors Excused</b></u>	<u><b>Also Present</b></u> Mr. Michelson, CEO Ms. Johnson, Recorder
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**1. Call to Order**

**By:** President Shefren  
**Time:** 10:30 AM

**2. Public Comment/Non-Agenda Items**

President Shefren announced that this was a study session and no action would be taken. He asked if there was public comment and there was none.

**3.a. HeartSafe Program**

Mr. Michelson reported that the HeartSafe Task Force, consisting of himself, Directors Kane and Griffin, Mr. Nielsen and Ms. Kurtzman met twice among themselves and with several first responders. In addition to the information in the packet, a presentation was made starting with a fact sheet on Sudden Cardiac Arrest, HeartSafe Program actions to date and the options of changing the focus of the program. For instance, the District would no longer actively place AEDs but continue to monitor deployed units, creation of Cardiac Support Groups for children and adults was discussed, as well as an AED loaner program. Hands-on CPR training was another option as was a mobile CPR training unit. Estimated budget for 2014-15 was \$220,820 which includes approximately \$68,000 in costs to build out the District's vacant room currently used for storage for CPR training and community education, dropping to \$163,550 for 2015-16 and \$160,200 for 2016-17.

President Shefren thanked the Task Force and said the next step would be a decision whether or not to end the program or consider the new concepts discussed today.

**3. b. Strategic Plan Update**

President Shefren reported that the Strategic Plan Committee, consisting of himself, and Director Faro and Mr. Michelson, has met with 60 community leaders and also from board members and staff.

The results of the most recent county needs assessment and District Board self-assessment were reviewed as were key findings from the committee's interviews. The following goals and measures were discussed for the 2014-17 Strategic Plan:

1. Assure the ongoing prudent oversight and management of District assets.  
**Measure:** Budgeted goals are met annually and reserves are used per policy.
2. Bring new programs to address health care gaps in our community.  
**Measure:** new programs are considered for funding annually.
3. Continue and expand our participation in community efforts to address health problems.  
**Measure:** Increased District engagement in community health issues.

4. Identify and fund programs that provide health services to our residents.  
**Measure:** District uses selection criteria focused on health impact when evaluating and selecting programs to fund.
5. Increase electronic connectivity with District residents.  
**Measure:** Increase use of electronic and print options.
6. Measure impact of District funded programs.  
**Measure:** Require that all programs establish performance measures, monitor progress and compile both quantitative and qualitative data.

Recommended changes in the District's mission and vision statements were reviewed.

Suggested new wording for the mission of the District is "to improve the health of District residents by enhancing access to care and promoting wellness."

Suggested new wording for the vision of the District is "to improve the health of our community through responsible stewardship of District taxpayer dollars."

Mr. Michelson suggested that a work plan for staff be established based on the budget and the strategic plan goals, and reviewed at least annually to see those goals are being met.

It is the committee's intention to submit a final plan to the Board for approval at the December meeting.

#### 4. Adjourn

**Motion:** At 12:30 PM adjourn meeting.

**By:** Director Hickey

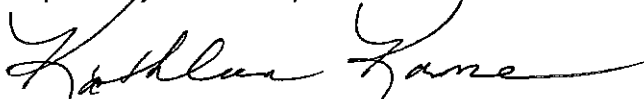
**Seconded by:** Director Faro

**Vote:** 5-0

**Motion Passed**

The next regular meeting of the Board of Directors of Sequoia Healthcare District is scheduled for 4:30 PM, Wednesday, December 4, 2013, District Conference Room, 525 Veterans Blvd., Redwood City, CA.

Respectfully Submitted,



Kathleen Kane  
Secretary