

October 18, 2019

TO: Legal Counsel

News Media

Salinas Californian
El Sol
Monterey County Herald
Monterey County Weekly
KION-TV
KSBW-TV/ABC Central Coast
KSMS/Entravision-TV

The next regular meeting of the **TRANSFORMATION, STRATEGIC PLANNING, AND GOVERNANCE COMMITTEE - COMMITTEE OF THE WHOLE** of the Salinas Valley Memorial Healthcare System will be held **TUESDAY, OCTOBER 22, 2019, AT 8:30 A.M. IN THE HEART CENTER TELECONFERENCE ROOM IN SALINAS VALLEY MEMORIAL HOSPITAL, 450 E. ROMIE LANE, SALINAS, CALIFORNIA.**



Pete Delgado
President/Chief Executive Officer

PD:ks

Committee Members: Victor Rey, Jr. – Chair; Norm Nelson, MD – Vice Chair; Pete Delgado, President/CEO; Augustine Lopez, Chief Financial Officer; Allen Radner, MD, Chief Medical Officer; Rachel McCarthy Beck, MD, Chief of Staff; Christie McGuire, Chief Nursing Officer; Henry Ornelas, Chief Operating Officer; Adrienne Laurent, Chief Strategic Communications Officer; Nik Greenson, MD, Medical Staff Member; Jim Gattis, Community Member; Jib Martens, Community Member; and Anne McCune, Community Member

**TRANSFORMATION, STRATEGIC PLANNING, AND
GOVERNANCE COMMITTEE MEETING
OCTOBER 2019 - COMMITTEE OF THE WHOLE
SALINAS VALLEY MEMORIAL HEALTHCARE SYSTEM**

**TUESDAY, OCTOBER 22, 2019
8:30 A.M. - HEART CENTER TELECONFERENCE ROOM
SALINAS VALLEY MEMORIAL HOSPITAL
450 E. ROMIE LANE, SALINAS, CALIFORNIA**

AGENDA

1. Approval of Minutes from the Transformation, Strategic Planning, and Governance Committee Meeting of July 23, 2019 (DELGADO)
 - Motion/Second
 - Action by Committee
2. Review and Consideration of Top Governance Practices (LAURENT)
3. Public Input

This opportunity is provided for members of the public to make a brief statement, not to exceed three (3) minutes, on issues or concerns within the jurisdiction of this District Board which are not otherwise covered under an item on this agenda.
4. Closed Session

(See Attached Closed Session Sheet information)
5. Reconvene Open Session/Report on Closed Session
6. Adjournment – The Transformation, Strategic Planning, and Governance Committee meets quarterly. The date and time of the next meeting to be determined.

Notes: This Committee meeting may be attended by Board Members who do not sit on this Committee. In the event that a quorum of the entire Board is present, this Committee shall act as a Committee of the Whole. In either case, any item acted upon by the Committee or the Committee of the Whole will require consideration and action by the full Board of Directors as a prerequisite to its legal enactment.

Requests for a disability related modification or accommodation, including auxiliary aids or services, in order to attend or participate in a meeting should be made to the Executive Assistant during regular business hours at 831-755-0741. Notification received 48 hours before the meeting will enable the District to make reasonable accommodations.

The Committee packet is available at the Committee Meeting, at www.svmh.com, and in the Human Resources Department of the District. All items appearing on the agenda are subject to action by the Committee. Staff and Committee recommendations are subject to change by the Board.

**TRANSFORMATION, STRATEGIC PLANNING, AND GOVERNANCE
COMMITTEE MEETING OF THE BOARD OF DIRECTORS –
COMMITTEE OF THE WHOLE**

AGENDA FOR CLOSED SESSION

Pursuant to California Government Code Section 54954.2 and 54954.5, the board agenda may describe closed session agenda items as provided below. No legislative body or elected official shall be in violation of Section 54954.2 or 54956 if the closed session items are described in substantial compliance with Section 54954.5 of the Government Code.

CLOSED SESSION AGENDA ITEMS

- [] **LICENSE/PERMIT DETERMINATION**
(Government Code §54956.7)

Applicant(s): (Specify number of applicants) _____

- [] **CONFERENCE WITH REAL PROPERTY NEGOTIATORS**
(Government Code §54956.8)

Property: (Specify street address, or if no street address, the parcel number or other unique reference, of the real property under negotiation): _____

Agency negotiator: (Specify names of negotiators attending the closed session): _____

Negotiating parties: (Specify name of party (not agent): _____

Under negotiation: (Specify whether instruction to negotiator will concern price, terms of payment, or both): _____

- [] **CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION**
(Government Code §54956.9(d)(1))

Name of case: (Specify by reference to claimant's name, names of parties, case or claim numbers): _____, or

Case name unspecified: (Specify whether disclosure would jeopardize service of process or existing settlement negotiations): _____

- [] **CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION**
(Government Code §54956.9)

Significant exposure to litigation pursuant to Section 54956.9(d)(2) or (3) (Number of potential cases): _____

Additional information required pursuant to Section 54956.9(e): _____

Initiation of litigation pursuant to Section 54956.9(d)(4) (Number of potential cases): _____

[] **LIABILITY CLAIMS**
(Government Code §54956.95)

Claimant: (Specify name unless unspecified pursuant to Section 54961): _____

Agency claimed against: (Specify name): _____

[] **THREAT TO PUBLIC SERVICES OR FACILITIES**
(Government Code §54957)

Consultation with: (Specify name of law enforcement agency and title of officer): _____

[] **PUBLIC EMPLOYEE APPOINTMENT**
(Government Code §54957)

Title: (Specify description of position to be filled): _____

[] **PUBLIC EMPLOYMENT**
(Government Code §54957)

Title: (Specify description of position to be filled): _____

[] **PUBLIC EMPLOYEE PERFORMANCE EVALUATION**
(Government Code §54957)

Title: (Specify position title of employee being reviewed): _____

[] **PUBLIC EMPLOYEE DISCIPLINE/DISMISSAL/RELEASE**
(Government Code §54957)

(No additional information is required in connection with a closed session to consider discipline, dismissal, or release of a public employee. Discipline includes potential reduction of compensation.)

[] **CONFERENCE WITH LABOR NEGOTIATOR**
(Government Code §54957.6)

Agency designated representative: (Specify name of designated representatives attending the closed session): _____

Employee organization: (Specify name of organization representing employee or employees in question): _____, or

Unrepresented employee: (Specify position title of unrepresented employee who is the subject of the negotiations): _____

CASE REVIEW/PLANNING
(Government Code §54957.8)

(No additional information is required to consider case review or planning.)

REPORT INVOLVING TRADE SECRET
(Government Code §37606 & Health and Safety Code § 32106)

Discussion will concern: (Specify whether discussion will concern proposed new service, program, or facility): _____ strategic planning/proposed new services and programs _____

Estimated date of public disclosure: (Specify month and year): unknown _____

HEARINGS/REPORTS
(Government Code §37624.3 & Health and Safety Code §§1461, 32155)

Subject matter: (Specify whether testimony/deliberation will concern staff privileges, report of medical audit committee, or report of quality assurance committee):

CHARGE OR COMPLAINT INVOLVING INFORMATION PROTECTED BY FEDERAL LAW (Government Code §54956.86)

(No additional information is required to discuss a charge or complaint pursuant to Section 54956.86.)

ADJOURN TO OPEN SESSION

**MINUTES OF THE JULY 2019 TRANSFORMATION,
STRATEGIC PLANNING, AND GOVERNANCE COMMITTEE MEETING
COMMITTEE OF THE WHOLE
SALINAS VALLEY MEMORIAL HEALTHCARE SYSTEM**

**TUESDAY, JULY 23, 2019
8:30 A.M. - HEART CENTER TELECONFERENCE ROOM
SALINAS VALLEY MEMORIAL HOSPITAL**

Committee Members Present: Norm Nelson, MD, Vice Chair; Pete Delgado, Adrienne Laurent, Allen Radner, MD, Jib Martens, Jim Gattis, Nik Greenson, MD, Augustine Lopez, and Christie McGuire.

Committee Members Absent: Victor Rey, Jr., David E. Ramos, MD, Henry Ornelas, and Anne McCune.

Other Board Members Present, Constituting Committee of the Whole: Juan Cabrera.

Also Present: Clint Hoffman, Alan Shoebridge, Anna Kim, Sasha Boghosian, Josh Schoonover, and Karen Schroeder.

A quorum was present and the meeting was called to order at 8:35 a.m.

APPROVAL OF MINUTES FROM THE TRANSFORMATION, STRATEGIC PLANNING, AND GOVERNANCE COMMITTEE MEETING OF APRIL 23, 2019

Pete Delgado, President/Chief Executive Officer, recommended the Transformation, Strategic Planning, and Governance Committee approve the minutes of the Transformation, Strategic Planning, and Governance Committee Meeting of April 23, 2019. This information was included in the Committee packet.

No Public Input.

MOTION: The Transformation, Strategic Planning, and Governance Committee approves the minutes of the Transformation, Strategic Planning, and Governance Committee Meeting of April 23, 2019, as presented. Moved/Seconded/and Unanimously Carried. Ayes: Nelson, Delgado, Laurent, Gattis, Greenson, Martens, Radner.

PUBLIC INPUT

None.

CLOSED SESSION

Norm Nelson, MD, Committee Vice Chair, announced the item to be discussed in Closed Session is Report Involving Trade Secret – strategic planning/proposed new programs and services. The meeting was recessed into Closed Session under the Closed Session protocol at 8:37 a.m.

Augustine Lopez joined the meeting at 8:42 a.m.

Christie McGuire joined the meeting at 8:53 a.m.

RECONVENE OPEN SESSION/REPORT ON CLOSED SESSION

The Committee reconvened Open Session at 9:55 a.m. Norm Nelson, MD, announced that in Closed Session, the Committee discussed Report Involving Trade Secret – strategic planning/proposed new programs and services. No action was taken in the Closed Session.

Augustine Lopez excused himself from the meeting at 9:55 a.m.

CONSIDER RECOMMENDATION FOR BOARD APPROVAL TO ENGAGE REVIVEHEALTH FOR SVMHS BRAND DEVELOPMENT

Background information regarding the recommendation for Board approval to engage ReviveHealth, a full-service brand and marketing firm, for Salinas Valley Memorial Healthcare System brand development, was included in the Committee packet.

The Committee discussed the proposal to work with ReviveHealth at a cost of \$1.2 million, the importance of brand recognition and strategy, and the growth of SVMHS over the past several years. After careful review, there was consensus among the Committee that engaging ReviveHealth is a prudent expenditure for the organization.

No Public Comment.

MOTION: The Transformation, Strategic Planning, and Governance Committee recommends that the Board of Directors approve engaging ReviveHealth for Salinas Valley Memorial Healthcare System brand development, at a cost of \$1.2 million, as presented. Moved/Seconded/and Unanimously Carried. Nelson, Delgado, Greenon, Radner, Martens, McGuire, Gattis, Laurent.

ADJOURNMENT

There being no other business, the meeting was adjourned at 10:08 a.m. The Transformation, Strategic Planning, and Governance Committee meets quarterly. The next meeting is scheduled for **Tuesday, October 22, 2019, at 8:30 a.m., in the Heart Center Teleconference Room** in Salinas Valley Memorial Hospital.

Norm Nelson, M.D., Vice Chair
Transformation, Strategic Planning, and Governance Committee

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**RECOMMENDATION OF THE JULY 2019
TRANSFORMATION, STRATEGIC PLANNING AND
GOVERNANCE COMMITTEE MEETING
COMMITTEE OF THE WHOLE
SALINAS VALLEY MEMORIAL HEALTHCARE SYSTEM**

**July Committee Meeting
Meeting of July 23, 2019
To the Board of Directors**

1. **RECOMMEND BOARD APPROVAL TO ENGAGE REVIVEHEALTH FOR SVMHS
BRAND DEVELOPMENT**

RECOMMENDATION: Recommends that the Board of Directors approve engaging ReviveHealth for Salinas Valley Memorial Healthcare System brand development, at a cost of \$1.2 million, as presented.

*REVIEW AND CONSIDERATION OF
TOP GOVERNANCE PRACTICES*

(VERBAL)

(LAURENT)

PUBLIC INPUT

CLOSED SESSION

*(Report on Item to be
Discussed in Closed Session)*

*RECONVENE OPEN SESSION/
REPORT ON CLOSED SESSION*

*ADJOURNMENT – THE
TRANSFORMATION, STRATEGIC
PLANNING, AND GOVERNANCE
COMMITTEE MEETS QUARTERLY. THE
DATE AND TIME OF THE NEXT
MEETING TO BE DETERMINED.*