



North Sonoma County Healthcare District

North Sonoma County HealthCare District

May 30, 2024

Regular Meeting of the Board of Directors

CALL TO ORDER

- a. The Board of Directors of the North Sonoma County Healthcare District met in person at 1381 University Avenue, Conf. Room 1, 2nd Floor, Healdsburg, CA and via Zoom Teleconference. Chair Jim Nantell called the meeting to order at 4:02 PM.
- b. Board Clerk, Ms. Dougan called the roll. The following Board members were present constituting a quorum:

Jim Nantell, Chair

Sue Campbell, Vice-Chair/Board Treasurer

David Anderson, MD, Member at Large – arrived at 4:03 pm

Erin Gore, Member at Large – via Zoom arrived at 4:03 pm; in-person at 4:20 pm.

Hector Galvan, Member at Large

Also present:

Richard Pio Roda, Esq., District Counsel

Kim Bender, Healthcare Foundation of North Sonoma County

Amy Ramirez, Healthcare Foundation of North Sonoma County

Garry Olney, Chief Executive, No. California, Providence

Michelle Oxford, Chief Administrative Officer, Healdsburg Hospital, Providence

Jed Weissberg, MD

Chair Nantell asked if there were any public comments. There were none.

REGULAR BUSINESS

1. Consent Calendar

- May 30, 2024 Regular Meeting Agenda
- April 25, 2024 Regular Meeting Minutes
- April 30, 2024 Financial Statements

Chair Nantell called for a motion. Director Campbell MOVED to approve Consent Calendar. Director Anderson SECONDED the motion. The vote was as follows:

Vote: Anderson: Y Campbell: Y Galvan: Y Nantell: Y Gore: Absent. The motion was approved 4-0. 1 Absent.

2. Discussion / Possible Action: Healthcare Foundation of No. Sonoma County (HFNSC)

- Introduction of Amy Ramirez
- Review Grant Giving transaction



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Chair Nantell welcomed Ms. Bender and Ms. Ramirez. Ms. Bender informed the Board that her retirement date is June 27, 2024, and Ms. Ramirez will be assuming the duties of Executive Director for HFNSC. Ms. Bender wanted to review with the Board how they would like to participate with the Grant Giving process beginning January 1, 2025, as reflected in the Memorandum of Understanding that was entered into on March 28, 2024, and which was part of the Board Packet.

HFNSC would perform the research in order to propose suggestions on how to distribute the \$100,000 and present those findings to the Board as well as identifying potential Grantees. Ms. Bender invited the Board members to attend their Committee meetings or identify a Board Member to join the Committee which meets on the 1st Monday of every month. Committee membership can be shared between two Board members. Chair Nantell suggested that it would be beneficial to name a Board member to the HFNSC Committee, maintaining a strong working relationship. The timing to introduce a new community member (i.e., member of the NSCHD Board) to the HFNSC Board would be June 27, 2024.

Director Gore asked Ms. Bender if the HFNSC can assign a Committee Seat to NSCHD Board member, without specifically identifying an individual. This would allow rotational participation or a newly elected Board member to participate on the Committee. Ms. Bender agreed that would be acceptable. The Board also agreed to work with the HFNSC during the grant decision making process in the Committee, vs. waiting for the proposals to be presented at upcoming NSCHD Board Meetings. Ms. Bender would like the Grant cycle to begin in March 2025.

Chair Nantell asked who on the Board would be interested in participating on the HFNSC Committee. Director Anderson was hesitant to commit due to the meeting being held on Mondays. Director Galvan would like to participate but would not be able to attend every meeting. Chair Nantell will reach out to Directors Galvin and Gore to ascertain interest in serving on the Committee and will report back to Ms. Bender. The next Committee meeting is Monday, June 3 and will focus on grant-giving philosophies. Ms. Ramirez will send Chair Nantell a link to the Committee meeting Zoom call. The July Committee meeting is a working meeting, with the August 5 meeting being a decision-making session.

Director Campbell confirmed that Director Gore worked with HFNSC on the newsletter and press release that was recently published. It is hoped that Director Gore will continue in that capacity as the Board's public relations contact. Chair Nantell, in his capacity, confirmed Director Gore's role in this regard. Ms. Bender is looking forward to her next opportunity of providing consulting services with local non-profits.

3. Discussion / Informational: Introduction of the new Chief Administrative Officer for Providence, Healdsburg Hospital and Petaluma Valley Hospital

Mr. Garry Olney introduced Ms. Michelle Oxford, Chief Administrative Officer (CAO) for Healdsburg Hospital and Petaluma Valley Hospital, Providence. Directors Campbell and Gore were on the interview panel in the selection of the new CAO. Mr. Olney requested guidance on what expectations the Board have with regard to Ms. Oxford reporting to the NSCHD Board with a focus on transparency.



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Director Gore encouraged a communication strategy be developed to guide where concerns/complaints should be directed in regard to the Hospital, lack of primary care physicians, etc. It is also critical that when those concerns are shared with the Hospital, that a comprehensive and timely response is provided to the community members raising the concerns. Mr. Olney suggested that these types of communications should be forwarded to Ms. Oxford. Similarly, Mr. Olney receives similar concerns from Ms. Ramona Faith as it pertains to Petaluma Valley Hospital.

Director Gore also requested that any political issues that arise that affects the Community, that the Hospital work with the Board to understand the messaging prior to it becoming public knowledge, in order to avoid unfortunate situations like the Hospital Foundation fundraising campaign. Director Anderson commented that there has been a lack of communication over the last two years pertaining to the Hospital and encouraged increased communication through articles in the local papers. This includes clarification that Providence invested \$1-2M into the Community, however details of those investments are not clear.

Mr. Olney shared that Providence has launched a publication entitled *Health Matters* where each CAO will work with the Providence Marketing team and develop a 5-page magazine on what is happening in their medical center. This could include capital investments, programs, services that are offered, etc. Petaluma Valley was the first to launch the magazine with a distribution of 50,000 community members that have used Petaluma Valley Hospital's services. Part of the reason for the launch in Petaluma is that Providence's negotiation with the Healthy Petaluma Board is close to an agreement that the Family Birthing Center will not reopen, and it is Mr. Olney's hope that the public will hear that the Family Birthing Center will not reopen from this type of publication and not word of mouth.

Chair Nantell inquired as to how recipients of the magazine will be identified in North Sonoma County. Mr. Olney share that the Providence marketing team pulls zip code data from community members that have used the services provided at Healdsburg Hospital. Isolating the distribution list this way will avoid legal actions that have occurred with mass mailings in the past.

Director Gore discussed that the Hospital worked with Providence in the past for a direct mailing campaign which included community members that receive parcel tax notifications, voter status, etc., and that database remains available. Director Gore indicated that she has access to this data bases, and Providence's legal counsel was involved in the collection of the data. It was suggested that to avoid potential lawsuits, that the magazine be co-branded so that the database can be utilized. Mr. Olney will need to consult Providence's legal counsel prior to moving forward.

Director Gore reiterated the need to assure Community members that their parcel tax monies are benefiting the Hospital and how those funds are being used. Discussion continued on the challenges facing Healdsburg Hospital with the increasing population of Kaiser patients. These Kaiser patients can only be treated through the emergency department at the Hospital for urgent situations. Any other medical care must be transferred to a Kaiser facility.



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Mr. Olney informed the Board that the President and CEO of Providence, Rod Hochman, has announced his retirement. There will be a national search underway for his replacement. Mr. Hochman will remain on as Emeritus CEO through the transition process.

Chair Nantell mentioned an article that he recently read regarding the safety ratings of the medical facilities in Sonoma County. Mr. Olney explained that the data collection company Leap Frog, for a high fee, will collect data on medical centers and thoroughly analyze the multi-layered results to calculate an accurate, and usually a favorable rating. If medical centers waive paying the fee, the collected data does not go through a comprehensive review, resulting, more often, in a very poor rating. Mr. Olney received consistently high marks for the facilities he oversaw in the past, and experienced a significant shift year over year when the fee was not paid. The Leap Frog rating most recently released showed a very low rating for Petaluma Valley Hospital and a lower rating for St. Joseph's Hospital from the last reporting cycle. Mr. Olney announced that a leadership decision was made to begin paying the fee for Leap Frog. Results should take a couple of reporting cycles to show improvement. Healdsburg Hospital did not have a large enough data pool to report on.

Director Gore will work with Ms. Oxford on coordination of the creation and distribution of the No. Sonoma County *Health Matters* magazine.

4. Discussion / Action: Hospital Matters

- **Community Board Meetings.**

Director Campbell asked Ms. Oxford to provide the summary she gave at a recent Community Board Meeting. Ms. Oxford gave an overview of her first 19 days in the position supporting two hospitals.

Ms. Oxford is leveraging her background in overseeing a small community hospital as CEO. She sees a lot of opportunity for improvement at Healdsburg Hospital as well as Petaluma Valley. Some light renovations are being planned to include improving the lighting and painting as well as creating a pre-op check-in lounge in the place previously occupying a gift shop. Equipment is aging and needs replacing. Focus is also needed on improving access to heart care. The physical therapy unit is showing promising results. The sub-acute care is small and expansion activities are being considered. Additionally, the Emergency Department is performing extremely well, and Director Anderson mentioned that some retired local physicians have been contacted to assist with the Emergency Department when busy. Board members also brought up the subject of re-engaging volunteers.

Director Gore asked Ms. Oxford her impression of the Community. Ms. Oxford responded that her interactions have been warm and kind and that she gravitates more to the Healdsburg area as it reminds her of the community where she worked in Bakersfield. Medical staff struggle with wage gaps. Director Gore commented that there has been a lot of frustrations with the significant number of changes pertaining to management restructuring



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5. Discussion / Action: Resolution of Intent – Election by Zones

- Resolution of Intent
- Draft Consulting Services Agreement between SNCHD and National Demographics Corporation

Chair Nantell reminded the Board of the need to approve a Resolution of Intent – Election by Zones to delay the re-zoning activities until prior to the 2026 Election. The Resolution was provided in the Board materials. Mr. Pio Roda advised the Board that this Resolution will protect the Board from potential challenges to compliance with the adjusting to a by-zone district. Chair Nantell asked for a Motion.

Director Campbell MOVED to approve Resolution 2024-1, A Resolution of the Board of Directors of the North Sonoma County Healthcare District Declaring its Intention to Transition from at-Large to By-Zone Elections, Director Gore SECONDED the Motion. Chair Nantell asked for a vote. The vote was as follows:

Vote: Anderson: Y Campbell: Y Galvan: Y Nantell: Y Gore: Y. The motion was unanimously approved 5-0.

The Board was also provided a draft Consulting Services Agreement with National Demographics Corporation to engage in services to re-map the NSCHD in zones in preparation for the 2026 Election. The draft provided in the Board packet was incomplete and Mr. Pio Roda will provide a comprehensive version of the Agreement for consideration at the June Board meeting.

6. Discussion / Action: Hospital Matters

- **Community Board Meetings.**

Director Campbell shared with the Board that a new Chief Medical Officer, Dr. Eric Hodes, has been named as well as a new Chief Nursing Officer. Director Campbell suggested that the Board invite the new Chief Nursing Officer, Ms. Wendi Thomas, to an upcoming Board meeting. Dr. Hodes was initially named CMO at Santa Rosa Memorial, Providence, but now provides those services to Healdsburg Hospital as well as Petaluma Valley Hospital.

Director Campbell expressed concern with sharing administrative roles between facilities is less challenging than sharing medical services between the facilities. Ms. Oxford offered to monitor the situation.

- **Quality Committee.**

Director Campbell mentioned that Providence is forming a Patient and Family Advisory Council where they are welcoming feedback from patients and families of patients who have commentary on their experience with the Hospital can meet. Community members that have reached out on social media should consider playing a role in the Advisory Council. Interested individuals should reach out to Ms. Oxford. Discussion continued on the need to increase accessibility to primary care physicians and ways to provide financial assistance to medical professionals hoping to live in the area.



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- **Community Benefit Board.**

Director Campbell asked Director Anderson if he has received calendar invitations to the Community Benefit Board meetings. He acknowledged that he had. Director Campbell will provide Director Anderson with materials distributed from the last meeting that he was unable to attend, in particular the Community Health Improvement Plan. Directors Campbell and Anderson will work together to assure that one or the other will attend future meetings as the current timing of the Community Benefit Board meetings are challenging for Director Anderson. The Benefit Board meets every other month on the 3rd Monday.

7. Discussion / Action: Regarding District Housekeeping

- **Future Agenda Items**

The following topics were suggested to be added to a future Board meeting:

- Marketing and Communications – Director Gore – Post meeting with Ms. Oxford
- Audit Review – Director Campbell
- ACHD Update – Director Campbell
- Election Update/Resolution 2024-2 – Mr. Pio Roda, Ms. Dougan
- GANN Limit Resolution – Mr. Pio Roda
- Consulting Agreement with National Demographic Corporation – Mr. Pio Roda

8. Legal Report

Director Campbell had reached out to Mr. Pio Roda via e-mail regarding the FY 2024-2025 Prop 4 Gann Limit Resolution that needs to be generated. Mr. Pio Roda confirmed that the GANN Limit does need to be calculated to determine the amount of monies the District is able to indenture themselves to. It is normally calculated around the time the Budget is approved. Mr. Pio Roda will send the calculation to Directors Campbell and Nantell.

Mr. Pio Roda has not been able to coordinate on-line training for AB 1234, the Ethics Training course, for those Directors that still need take it. Director Anderson was not successful in navigating the computer link. Mr. Pio Roda will send him an alternate link.

9. Share other meetings attended by Board Members

Director Anderson reported on the Harm Reduction Task Force meetings that he has attended. Three presentations have been held, with another three scheduled. The opioid crisis is much larger than the homeless population, and relapse is prevalent and sometimes accidental as individuals consume amounts of fentanyl that they previously were tolerant in taking. Attendees at these events appreciate receiving information on the crisis, ask a lot of good questions, and are given the opportunity to take home a sample of Narcan for themselves or to keep on hand for others, family members, etc. The effort continues to place Narcan in every AED station in the area. Director Anderson is working with the City Council on this effort.



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Recent data shows that in the North Sonoma County area, Geyserville had the highest rate of fatalities as an effect of Fentanyl overdose. First responders in the area are administering one dose of Narcan per week.

Director Gore shared that her medical marijuana business in Ohio is showing a reduction in narcotic overdoses due to the strict regulations put on medical marijuana which is not addictive.

Ms. Dougan mentioned that Ms. Tami Bender who presented to the Board prior to the pandemic would like to revisit an opportunity to make Healdsburg and surrounding areas a HeartSafe community. Ms. Bender will be presenting as part of the July Board meeting. Dr. Anderson asked Ms. Dougan to send him Ms. Bender's contact information.

10. Consideration of Materials Disseminated by Board Members

Chair Nantell mentioned that as part of the Board packet, our representative from BoardEffect would like feedback on how the program is working. Director Anderson occasionally has difficulty accessing BoardEffect and Ms. Dougan will send him information to access. Other Board members were pleased with the software and its ability to archive Board materials.

11. Adjournment

Chair Jim Nantell adjourned the meeting at 5:35 PM.