



AGENDA

BOARD OF DIRECTORS MEETING

Wednesday, January 8, 2025, 6:00 pm
138 S. Brandon Rd., Fallbrook, CA 92028
Administrative Office, 1st Floor Community Room
**All meetings are hybrid unless otherwise noted.*

***Please contact the Board clerk for language translation services 48 hours in advance of the meeting. In accordance with California Government Code Section 54953 teleconferencing will be used for this meeting. Board members, staff and members of the public will be able to participate by webinar by using the following link:**
<https://us02web.zoom.us/j/84996606237?pwd=8g8qoAFVIYbfSYHgRnvjkgEy70AvsP.1>
Meeting ID: 849 9660 6237. Passcode: 261246 Participants will need to download the Zoom app on their mobile device. Members of the public will also be able to participate by telephone using the following number:
+1-669-900-6833 Meeting ID: 849 9660 6237. Passcode: 261246

A. CALL MEETING TO ORDER | ROLL CALL | ESTABLISH A QUORUM | PLEDGE OF ALLEGIANCE-

B. APPROVAL OF THE AGENDA-

C. PUBLIC COMMENTS - ANNOUNCEMENT

Members of the public may address the Board regarding any item listed on the Agenda at the time the item is being considered. Members of the public may also speak on any item not listed on the Agenda which falls within the subject matter jurisdiction of the District immediately prior to Board Comments & Items for Subsequent Meetings section below. Members of the public attending in-person need to fill-out a "Request to Speak" card and those attending by webinar need to raise their hand at this time and identify the Agenda item they would like to speak on. The Board has a policy limiting any speaker to not more than five minutes.

D. CONSENT ITEMS -

- D1. Minutes of December 4, 2024, Finance Committee Meeting
- D2. Minutes of December 11, 2024, Board of Directors Meeting
- D3. Community Health & Wellness Center Administrator Report- Theresa Geracitano
- D4. Chief Executive Officer Report – Rachel Mason

E. DISCUSSION POSSIBLE ACTION ITEMS-

- E1. Board Committee Assignments
- E2. Request for Compensation Form

F. BOARD MEMBER COMMENTS & ITEMS FOR SUBSEQUENT MEETINGS -

Announcements of upcoming events:

See the District website event calendar at <https://www.fallbrookhealth.org/community-health-wellness-center>

Finance Committee meets on the 1st Wednesday of the month at 10:00 am
Facilities Committee meets on the 2nd Wednesday of the month at 5:00 pm
Next Board of Directors meeting Wednesday, February 12 at 6:00 pm

H. ADJOURNMENT

NOTE: I certify that on Friday, January 3, 2025 I posted a copy of the foregoing agenda near the regular meeting place of the Board of Directors of Fallbrook Regional Health District, said time being at least 72 hours in advance of the meeting. The American with Disabilities Act provides that no qualified individual with a disability shall be excluded from participation in, or denied the benefits of District business. If you need assistance to participate in this meeting, please contact the District office 24 hours prior to the meeting at 760-731-9187.

***Please contact the Board clerk for language translation services 48 hours before the meeting.**

A handwritten signature in blue ink, appearing to read "August Kilbi". The signature is written in a cursive style with a large initial "A".

Executive Assistant / Board Clerk



MINUTES FINANCE COMMITTEE

Wednesday, December 4, 2024, at 10:00 A.M.
138 S. Brandon Rd., Fallbrook, CA 92028

In accordance with California Government Code Section 54953 teleconferencing was used for this meeting. Board members, staff and members of the public were able to participate in the webinar.

1. **Call to Order/Roll Call-** In Attendance- Chair Jennifer Jeffries, Director Howard Salmon, Chief Executive Officer Rachel Mason, Chief Programs Officer Theresa Geracitano, Executive Assistant Raquel Williams, CPA Susan Woodward
Due to technical errors a video recording is unavailable for this meeting.

2. **Public Comments – Announcement-** None

3. **Review of Financial Statements for October 2024**

Report 1 – Balance Sheet of **October 2024**

Report 2 – Income Statement for the Month Ended **October 2024 & Fiscal Year to Date**

Report 3 – Profit & Loss Actual vs YTD Budget – **October 2024-** Director Jeffries asked if red is good in these columns CEO Mason explained that it is monies unspent.

Report 4 – Local Agency Investment Fund (LAIF) Statement **October 2024**

Report 5 – CalTrust Statement – **October 2024**

Report 6 – California CLASS Statement- **October 2024**

FRHD Compliance Report

Report 7 - Check Detail Report as of **October 2024-**

Report 8 – VISA Credit Card Statement – **October 2024-** Director Jeffries asked what Bamboo is on the credit card statement? CEO Mason explained that it was the timekeeping service that was going to be used before ADP.

Report 9 – Community Development Disbursement as of **October 2024**

4. **Discussion Items-**

- a. Approve ACH payment for standard expenses- CEO Mason shared with the Committee that these are the monthly payments that have the shortest window for returning the remittance and to prevent late fees due to check signing barriers they need to be autopay. The committee approved the entire list. List is attached to the minutes.

5. Board Member Comments and Future Agenda Item- None

6. Adjournment- There being no further business the meeting was adjourned at 10:21 am.



Executive Assistant/Board Clerk

Vendor	Purpose	# of Accounts	Notes
SDGE	Electricity	2	
FPUD	Water	4	
Fallbrook Waste & Recycling	Waste	2	
Spectrum	Internet	2	Only 2 will show on ACH, but there are 8 subaccounts
T-Mobile	Cell Phone	1	
Konica Minolta	Copier Machine Lease	1	
Pitney Bowes	Postage Machine Lease	1	
Pitney Bowes Power	Postage	1	
CalPERS	Employee Medical Benefits	1	
SDRMA	Employee Dental & Vision Benefits	1	



MINUTES BOARD OF DIRECTORS MEETING

Wednesday, December 11, 2024, 6:00 pm
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- A. **CALL MEETING TO ORDER | ROLL CALL | ESTABLISH A QUORUM | PLEDGE OF ALLEGIANCE-**
- B. **OATH OF OFFICE ADMINISTERED TO NEWLY ELECTED DIRECTORS SALLY DEVITO, ANABEL CANSECO, HOWARD SALMON – GENERAL COUNSEL JEFF SCOTT**
- C. **ANNUAL ORGANIZATION MEETING-**
- C1. Nomination and Election of Officers of the Board-
- Counsel Scott will conduct the process for the election of officers – the Board Chair who is elected, will then chair the meeting.
- Action:** It was moved by Director Salmon seconded by Director Leach to nominate Director Jennifer Jeffries as Board Chair.
- Motion carried (5-0)**
Director Canseco. Aye
Director DeVito...Aye
Director Jeffries...Aye
Director Leach...Aye
Director Salmon...Aye
- Action:** It was moved by Director DeVito seconded by Director Jeffries to nominate Director Howard Salmon as Vice-Chair.
- Motion carried (5-0)**
Director Canseco. Aye
Director DeVito...Aye
Director Jeffries...Aye
Director Leach...Aye
Director Salmon...Aye
- Action:** It was moved by Director Salmon seconded by Director DeVito to nominate Director Bill Leach as Secretary
- Motion carried (5-0)**
Director Canseco. Aye
Director DeVito...Aye
Director Jeffries...Aye
Director Leach...Aye
Director Salmon...Aye

Appointment of the Treasurer (Chair)- Chair Jeffries would like to confer with the Board before she appoints the Treasurer and Committee assignments.

- Committee Assignment(s)
- Finance Committee
- Facilities Committee
- Strategic Planning
- Government and Public Engagement Committee

D. APPROVAL OF THE AGENDA-

Action: It was moved by Director Leach seconded by Director Salmon to approve the agenda as presented.

Motion carried (5-0)

- Director Canseco. Aye
- Director DeVito...Aye
- Director Jeffries...Aye
- Director Leach...Aye
- Director Salmon...Aye

E. PUBLIC COMMENTS – ANNOUNCEMENT - NONE

CONSENT ITEMS -

Action: It was moved by Director Salmon seconded by Director Leach to approve the consent items as presented.

Motion carried (5-0)

- Director Canseco. Aye
- Director DeVito...Aye
- Director Jeffries...Aye
- Director Leach...Aye
- Director Salmon...Aye

- F1. Minutes of November 6, 2024, Finance Committee Meeting
- F2. Minutes of November 13, 2024, Board of Directors Meeting
- F3. Minutes of November 20, 2024, Facilities Committee Meeting
- F4. Finance Committee Report- Director Jeffries
- F5. Facilities Committee Report- Director Jeffries
- F6. Community Health & Wellness Center Administrator Report- Theresa Geracitano
- F7. Chief Executive Officer Report – Rachel Mason
- F8. General Counsel Report– Jeffrey Scott
- F9. Approve FY25.26 Community Health Contracts/Grant Policy & Procedures

G. DISCUSSION POSSIBLE ACTION ITEMS-

- G1. Review of the Local Area Formation Commission (LAFCO) Municipal Service Review (MSR) site visit- CEO Mason opened the discussion with the history of the last MSR that was done almost ten years ago when the hospital was closing so the district was unable to outline its priorities for growth at that time. This MSR will be done in a county wide aspect to include the other Health Districts. The MSR Site visit was done at FRHD first. Report results should be made available in about a year. Director Salmon thought they asked great questions and CEO Mason had great answers. Director Jeffries was impressed with staff and LAFCO representatives they were collaborative and showed deep knowledge of the process.

H. BOARD MEMBER COMMENTS & ITEMS FOR SUBSEQUENT MEETINGS –
None

I. ADJOURNMENT

There being no further business the meeting was adjourned at 6:22 pm.

A handwritten signature in blue ink that reads "August Wilbi". The signature is written in a cursive style with a large initial "A".

Executive Assistant / Board Clerk

DRAFT

Wellness Center Administrator Report – January 2025

- Parking lot construction is on schedule with a target reopen date of Jan 21.
- We are now a partner with the San Diego Food Bank's Community Cares project, which allows Katia to have a outreach table at their food distribution sites.
- We have begun asking for donations for our 2025 signature event, Pedal Power, and received 50 bike locks from our Amazon Wishlist. Pedal Power is a bike giveaway event happening on April 5th. Our grantees will nominate children to receive the bikes.
- December program highlights:
 - We discovered that our Chair Yoga, Be Well Yoga, and Tai Chi participants are very committed to their classes and continued their practice in December at the admin office.
 - In addition to the gentle fitness classes, our two Lifestyle Change/ DPP groups, and two support groups continued to meet at the admin office.
- January Program Highlights:
 - We are hopeful to return to our normal schedule in mid-January
 - Blood Drive
 - Wellness Wednesday, topic Preventing Glaucoma
- Successful Initiatives:
 - Mental Health First Aid has trained 114 community members in 2024, and a total of 331 since mid-2022.
 - A total of 147 community members have been trained in CPR in 2024, and a total of 249 since mid-2022.

Wellness Center Events 2024	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YEAR
Mental Health First Aid	9	22	0	22	0	8	0	13	21	12	7	0	114
CCHW	10	16	10	12	14	0	15	14	11	17	14	0	133
Wellness Wednesday-Health Screening, workshop, resources	10	17	29	34	30	35	24	9	19	19	0	0	216
Disease Specific Education (including Lifestyle Change)	28	108	364	397	97	132	202	75	106	107	59	55	1702
Partner Health & Wellness activities	108	203	178	206	314	264	134	313	159	191	147	45	2154
Support Groups	117	95	107	95	92	67	66	89	70	52	81	28	842
FRHD Yoga	0	0	9	54	84	93	85	110	106	120	118	86	865
Community Safety	28	49	20	2	0	21	50	17	0	0	0		159

By directing resources to community nonprofits and engaging highly skilled staff, partners and passionate volunteers the Fallbrook Regional Health District endeavors to offer health and wellness services to our served communities of Bonsall, De Luz, Fallbrook and Rainbow.

Club/ Organizational meetings	268	227	199	170	164	234	184	205	230	281	242	7	2143
District Special Events	25	0	0	0	0	0	0	0	0	0	17		17
Affiliate Classes (rental)	286	291	333	300	284	218	0	198	109	233	185		2151
Private Party/ Event					150	0	0	0	0	0	0		150
Total Wellness Center Visits (approximate)	889	1028	1249	1292	1229	1072	760	1043	831	1032	870	221	10627

Number of Events 2024	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YEAR
Affiliate Events	18	16	17	18	17	14	0	16	8	16	13	0	153
Private Events	22	21	21	22	17	20	22	17	14	22	18	1	217
Public Events	38	44	64	78	82	74	64	78	61	74	57	31	745
Total Events	78	81	102	118	116	108	86	111	83	112	88	32	1115
Events held by Grantees	18	17	17	12	16	12	5	10	12	21	11	5	156
Private Rental Event	0	0	0	0	1	0	0	0		0	0	0	1
Youth Activity	PFCS	PFCS	PFCS	PFCS	PFCS	PFCS	PFCS	PFCS	PFCS	PFCS	PFCS	PFCS	
Off-campus events													
Wellness Walks							21	0	20	0	20	0	61

Flyer Distribution:

- We continue to distribute flyers throughout the community, same as referenced in past reports.

Community Outreach:

- Katia and Theresa were invited to present at a meeting of Fallbrook Union Elementary School District social workers and counselors on resource navigation and the Center programming.
- Fallbrook Family Health Center Holiday Smiles resource event.
- Community Cares program Vallecitos School District.

Press- Village News:

- Article 12/5/24: "Wellness center to make parking lot improvements"
- Article 12/5/24: "LAFCO board updated on healthcare district reviews"

Email Marketing & Constant Contact Overview:

By directing resources to community nonprofits and engaging highly skilled staff, partners and passionate volunteers the Fallbrook Regional Health District endeavors to offer health and wellness services to our served communities of Bonsall, De Luz, Fallbrook and Rainbow.

- Email marketing finishes the year strong with a 14% over industry average open rate and an average click rate at the industry average.
- Despite the reduction in program offered in December because of construction, we had about the same amount of website traffic as past several months.

EMAIL MARKETING 2024	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Total Contacts	4320	4381	4452	4458	4491	4,548	4,580	4,639	4,679	4,752	4,767	4,787
New Contacts Added	69	121	107	63	78	107	59	103	59	105	52	48
Net New Contacts	-52	61	71	31	30	48	24	74	51	65	12	22
Number of emails sent	30,776	21,727	23,123	18,352	31,776	23,538	23,095	23,466	9,266	32,508	27,716	14,815
Number of emails opened	15,015	10,169	10,531	7,918	13,040	11,204	9,940	11,225	4,511	14,042	13,241	6,381
Open rate	54%	52%	50%	47%	45%	53%	47%	52%	53%	47%	52%	46%
Open rate over industry average	18%	14%	12%	9%	6%	18%	12%	17%	19%	11%	16%	10%
# of Clicks	412	300	481	410	637	730	547	767	247	623	487	167
Click rate	3%	3%	5%	2%	2%	3%	3%	4%	3%	2%	2%	1%
Click rate over industry average	-1%	-2%	1%	0%	0%	1%	1%	1%	1%	0%	0%	-1%

Social Media:

	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Website Views	73,727	82,880	117,145	82,743	81,832	87,592	87,240
Facebook	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Overall Reach	20,127	16,218	20,230	13,121	28,523	11,315	10,208
Organic	8,378	8,970	10,833	6,919	9,998	10,798	6,960
Ads	11,283	7,975	11,014	7,758	21,103	573	4,523
Content Interactions	370	287	336	301	362	390	197
Followers	1,229	1,235	1,245	1,251	1,262	1,267	1,269
Added Followers	10	10	14	7	12	4	4
Profile Visits	529	701	556	464	641	499	297

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Overall Post Link Clicks	209	125	297	187	451	9	80
Audience:							
Age Women	1) 35-44: 19.8% 2) 65+: 19.2% 3) 55-64: 17.2%	1) 35-44: 19.9% 2) 65+: 19.3% 3) 55-64: 17.3%	1) 35-44: 19.7% 2) 65+: 19.4% 3) 55-64: 17.3%	1) 35-44: 19.7% 2) 65 +: 19.7% 3) 55-64: 17.2%	1) 35-44: 19.7% 2) 65+: 19.7% 3) 55-64: 17.4%	1) 35-44: 19.7% 2) 65+: 19.7% 3) 55-64: 17.1%	1) 65+: 20% 2) 35-44: 19.9% 3) 55-64: 16.9%
Age Men	1) 55-64: 6% 2) 65+: 4% 3) 35-44: 3.4%	1) 55-64: 5.9% 2) 65+: 4% 3) 35-44: 3.5%	1) 55-64: 5.9% 2) 65+: 4% 3) 35-44: 3.5%	1) 55-64: 5.8% 2) 65+: 4.1% 3) 35-44: 3.5%	1) 55-64: 5.7% 2) 65+: 4.1% 3) 35-44: 3.4%	1) 55-64: 5.7% 2) 65+: 4.1% 3) 35-44: 3.5%	1) 55-64: 5.7% 2) 65+: 4.1% 3) 35-44: 3.5%
Gender	Women: 82.8% Men: 17.2%	Women: 83% Men: 17%	Women: 83% Men: 17%	Women: 82.9% Men: 17.1%	Women: 83% Men: 17%	Women: 82.9% Men: 17.1%	Women: 82.8% Men: 17.2%
Fallbrook Residents	48%	47.70%	47.30%	47.10%	43.70%	42.80%	42.60%
Bonsall Residents	3.40%	3.70%	3.90%	3.90%	2.50%	2.20%	2.70%
Rainbow Residents	0%	0%	0%	0%	0%	0%	0%
De Luz Residents	0%	0%	0%	0%	0%	0%	0%

Instagram	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Overall Reach	363	479	878	869	1,311	1,182	503
Organic	363	455	789	852	1,220	1,175	476
Ads	1	27	92	29	114	6	42
Content Interactions	167	254	205	211	260	316	187
Followers	671	680	693	695	700	699	703
Added Followers	8	16	15	11	9	6	9
Profile Visits	46	61	38	54	58	40	37
Overall Post Link Clicks	0	3	5	1	6	0	2
Audience:							
Age Women	1) 35-44: 23.5% 2) 45-54: 19.8% 3) 55-64: 14.7%	1) 35-44: 23.6% 2) 45-54: 19.8% 3) 55-64: 15%	1) 35-44: 23.6% 2) 45-54: 19.8% 3) 55-64: 14.7%	1) 35-44: 23.7% 2) 45-54: 19.6% 3) 55-64: 15%	1) 35-44: 23.1% 2) 45-54: 20.3% 3) 55-64: 15.3%	1) 35-44: 23.2% 2) 45-54: 20.5% 3) 55-64: 15.6%	1) 35-44: 23.9% 2) 45-54: 20.6% 3) 55-64: 15.6%
Age Men	1) 35-44: 6.6% 2) 45-54: 4.4% 3) 25-34: 3.6%	1) 35-44: 6.8% 2) 45-54: 4.4% 3) 35-44: 3.6%	1) 35-44: 6.6% 2) 45-54: 4.7% 3) 25-34: 3.9%	1) 35-44: 6.4% 2) 45-54: 4.8% 3) 25-34: 4.1%	1) 35-44: 6.5% 2) 45-54: 4.6% 3) 25-34: 3.8%	1) 35-44: 6.5% 2) 45-54: 4.6% 3) 25-34: 3.8%	1) 35-44: 6.3% 2) 45-54: 4.6% 3) 25-34: 3.6%

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Gender	Women: 80% Men: 20%	Women: 80% Men: 20%	Women: 79.6% Men: 20.4%	Women: 79.7% Men: 20.3%	Women: 80.1% Men: 19.9%	Women: 80.1% Men: 19.9%	Women: 80.5% Men: 19.5%
Fallbrook Residents	44.30%	43.10%	42.40%	42.30%	42.10%	42.90%	44.80%
Bonsall Residents	6%	7.10%	6.20%	6.80%	6.60%	6%	6.40%
Rainbow Residents	0%	0%	0%	0%	3.10%	3.10%	2.70%
De Luz Residents	0%	0%	0%	0%	0%	0%	0%

Top Posts & Ads:



Fallbrook Regional Health District is with North County Fire Protection District. Published by Jasmine Thomas. December 12, 2024 at 7:00 PM.

Last Saturday, Board Member Howard Salmon had the honor of riding along with North County Fire Protection District during the festive Christmas Parade! 🇺🇸 🇨🇦

A big thank you to North County Fire for letting our board member ride along with you in this wonderful community tradition. It's always a joy to celebrate the holiday season with the amazing Fallbrook community!

#FallbrookChristmasParade #CommunitySpirit #HolidayTraditions #CommunityWellness #CommunityAwareness #Comm... See more



Facebook: NCF Christmas Parade
Published Date: December 12, 2024
Likes: 6
Comments: 1
Shares: 2

Instagram: New Board Member


Published: Date: December 16th, 2024
Likes: 24
Comments: 3
Shares: 1



fallbrookhealth Exciting news from our December Board of Directors Meeting! 🎉 We proudly welcomed ... more

Meta AD: 2024 District of the Year
Duration: 16 Days
Reach: 5,196
Link Clicks: 114
Cost: \$79.91

Fallbrook Regional Health District is honored to be named 2024 District of the Year! 🏆 Thank you to our community for supporting our mission to improve health and wellness....



Learn more

By directing resources to community nonprofits and engaging highly skilled staff, partners and passionate volunteers the Fallbrook Regional Health District endeavors to offer health and wellness services to our served communities of Bonsall, De Luz, Fallbrook and Rainbow.