



**MINUTES
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE**

**Wednesday, March 27, 2019 at 5:30 P.M.
Community Room, 138 S. Brandon Rd., Fallbrook CA 92028**

1. Call to Order/Roll Call

Committee Chair Kate Schwartz-Frates call the meeting to order at 5:30 p.m.

Committee Members Present: Kate Schwartz-Frates and Barbara Mroz

Also Present: Interim Director Wendy Lyon and Staff Member Mireya Banuelos

2. Public Comment

None

3. Discussion Items

a. Improving community connections by enhancing our community engagement through use of new tools and strategies.

Village News and FRHD website are currently used the most; flyers are distributed by Mireya; NC Fire uses Strategy Research Institute (800.224.7608 Gary Manross, PhD).

Send event notices to ACHD/SDCA. Bill Leach uses Peach Jar. Jennifer Jeffries can get school leaders.

b. Increasing the district's presence within the community

Director Mroz suggested we have a designated spokesperson.

Director Schwartz-Frates would like to post district activities months in advance or months at a time.

c. Increasing district's participation and attendance at local and County meetings

Staff attended the SD Live Well program sponsored by HHSA.

Links for Chamber of Commerce (Fallbrook and Bonsall) events to be sent to the Committee to decide which events to attend.

d. Communication with local and state representatives

Kate is going to CSDA; Howard is going to ACHD. Assemblywoman Waldron and Supervisor Desmond are our representatives. Board members are attending the County Board of Supervisors Revitalization Forum on April 11th.

e. Researching county programs that would intersect with the District's mission and goals.

The HHSA and the Dept. of Public Health (DPH) strategic plan for fiscal years 2018-2021 was provided.

LAFCO – no result on board election yet

Attend sundowners/ribbon cuttings/etc. to represent the District

Live Well SD will present at the 4/10/19 Board meeting

f. Increase the District's interaction with the Spanish-speaking population

Fallbrook Family Health Center has been approached to hold a quarterly Spanish WOW meeting
Make Spanish speaking activities part of the CHC criteria for the 2020-21 fiscal year

Questions/issues:

Work on the District's website being bi-lingual

Partner with CHC recipients for bi-lingual outreach regarding FRHD

We will accommodate the Latino and bi-lingual community on 4/18/19 by having a mapping meeting particularly for them.

Let the Spanish WOW be the "pulse" to gauge interest from the Latino and bi-lingual communities.

g. Community programs and events

i. WOW - Yes

ii. CCHW - Yes

iii. NCCCHI - Yes

iv. Health Fair – Previously no; but now maybe. Contact MedPlus and NCFPD to ascertain if they have interest.

v. Avocado Festival – We paid \$50 to have our banner hung this year in support of C of C.

vi. Harvest Faire – To be determined.

vii. Christmas Parade – Yes


h. Website – Get translator tool on website

i. Social Media – Under further consideration

j. Community Resource Directory – leave as is.

4. Adjournment

There being no further business, the meeting was adjourned at 7:00 p.m.


Kate Schwartz-Frutes, Committee Chair