



MINUTES

Strategic Planning Committee Meeting

September 16, 2026, at 5:30 pm

Administrative Office, 1st Floor Community Room

138 S. Brandon Rd., Fallbrook, CA 92028

In accordance with California Government Code Section 54953 teleconferencing was used for this meeting. The public were able to participate by webinar.

BOARD COMMITTEE MEMBERS – Chair Jennifer Jeffries & Director Cindy Acosta

1. CALL MEETING TO ORDER/ROLL CALL –

In attendance- Director/Chair Jennifer Jeffries, Director Cindy Acosta, Chief Executive Officer Rachel Mason, Executive Assistant/Board Clerk Raquel Williams, CPO Theresa Geracitano

2. PUBLIC COMMENTS – ANNOUNCEMENT – None

3. DISCUSSION ITEMS –

a.) Community Needs Assessment – SOWEN Timeline – The Ad hoc committee met with the Sowen Team they have begun gathering information from staff and stakeholders. They are on target with the timeline. Chair Jeffries emphasized that both local high schools are involved and the school districts. The final report may be pushed to April 2027.

b.) 2027 Programming Calendar at Community Health & Wellness Center –

CPO Theresa Geracitano opened the discussion with the programming calendar that has grown by leaps and bounds since we started. Events are not being planned just to fill the gaps, the events are being strategically planned as some of them are multifaceted with multiple dates. The goal is to create a wellness journey for each participant. Marketing is part of the plan as well, the information that is being put out in the community is more thoughtful and made available in both English and Spanish at least three months in advance. Quarterly healthy living themes are planned for each quarter, for example; Q1- Start Small Q2- Move more, Live More Q3- Eat well, Feel better Q4- Stronger Together.

The center will now be open on two Thursday evenings in the month. Expanded support for cancer patients will also be provided by Michelle's Place, Zumba will now be offered as well. The committee is happy with the calendar, and they see how much work has gone into it. Chair Jeffries is pleased with the quarterly themes.

4. BOARD MEMBER COMMENTS AND FUTURE AGENDA ITEMS – None

5. ADJOURNMENT – There being no further business the meeting was adjourned at 6:02 pm.

Raquel A Williams

Executive Assistant/Board Clerk