



## **MINUTES**

### **Strategic Planning Committee Meeting March 18, 2026, at 5:30 pm Administrative Office, 1<sup>st</sup> 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, Chief Programs Officer Theresa Geracitano, Executive Assistant/Board Clerk Raquel Williams
  
- 2. PUBLIC COMMENTS – ANNOUNCEMENT- None**
  
- 3. DISCUSSION ITEMS-**
  - a.)** FY 26/27 Community Needs Assessment - Update – CEO Rachel Mason opened the discussion informing the committee that she has spoken to five different vendors. We are hoping to bring forth their proposals for the next meeting. Chair Jeffries asked if there are any local vendors participating, unfortunately there aren't any locally, but they are in Northern California. The Committee is looking forward to the proposals.
  
  - b.)** District Allocations of Property Tax Revenues – CEO Rachel Mason shared her pie charts with the breakdown of the Property Tax Revenues and explained how allocations are going to need to be redirected for future programming and the potential of clinical care in the District.
  
  - c.)** Clinical Services – Expectations for Growth – CEO Rachel Mason segued into this item from point B. The conversations are taking place with clinical partner, and they are asking what the Districts vision is for the next three - five years and what type of rotating specialists is the District interested in contracting with. CEO Rachel Mason is not committing to any time frame or service. Chair Jennifer Jeffries is in agreement and believes that the proof will be in the data. Discussion ensued.
  
  - d.)** CRM Software – Update – CPO Theresa Geracitano gave an update on the new Client Relations Management Software and shared that when she started at the District our Constant Contact

mailing list had about 2,000 contacts and now it is over 7, 200. Some are duplicate, she is in the process of cleaning up the lists to prepare for the new software launch. Will be creating lists for both English and Spanish, working on integrating different platforms into it. The Committee thanks Theresa for all her hard work on this project.

e.) Review of Strategic Planning Priorities Progress

f.) Review of District Mission, Vision, Values – CEO Rachel Mason asked for consensus from the Committee that we should revise the MVV and they agree. CEO Rachel Mason will be taking it to the team for revisions since they are the ones working on the mission. Director Cindy Acosta suggested that we include communication with the community as well.

**4. BOARD MEMBER COMMENTS AND FUTURE AGENDA ITEMS-**

The Mission, Vision, Values and Needs Assessment will remain on the Agenda. Director Cindy Acosta made more suggestions for the MVV.

**5. ADJOURNMENT-**

There being no further business, the meeting was adjourned at 6:28 pm.

*Raquel A Williams*

Executive Assistant/Board Clerk