



**MINUTES  
STRATEGIC PLANNING COMMITTEE**

**Wednesday, July 20, 2022 at 2:00 P.M.**

**Virtual and In-Person at Administrative Office, 1<sup>st</sup> Floor Community Room, 138 S. Brandon Rd., Fallbrook**

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 by webinar and members of the public were also able to participate by telephone.

1. Call to Order/Roll Call

Committee Chair Jennifer Jeffries called the meeting to order at 2:01 p.m.

In attendance: Committee Members Jennifer Jeffries and Howard Salmon, CEO Rachel Mason, Executive Assistant Linda Bannerman, Administrative Officer Judith Oswald, Community Health & Wellness Center Administrator Theresa Geracitano

2. Public Comments – Announcement

None.

3. Discussion Items

a. Review of Annual Strategic Plan from 2021.2022 and discuss 2022.2023 goals.

Review of the 2021-22 Strategic Plan; The 21-22 Goals were written in four primary sections: Community Health & Wellness Center, Organization& Operations; Facility Multi Year Maintenance Plan, and Board Development. Each of these sections were further broken down into 4-5 goals each; All goals were met for this year.

The committee aims to draft FY '22- '23 goals and will provide further input after CEO Mason provides initial draft. Timeline for development of goals and outcomes for future fiscal years was discussed, and will be moved to February for development.

b. Community Health Contracts—Grant Impact Reports

Review of Community Health contracts, which may be viewed on the district website [fallbrookhealth.org](http://fallbrookhealth.org). CEO Rachel Mason highlighted:

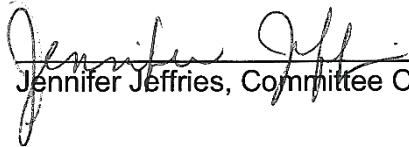
- Hospice of the Valley's "Butterfly Release" event. Showcased their marketing, outreach, and success. Wellness Center Administrator commented that this even connected with members of the community and provided favorable exposure to Hospice services.
- An Impact Story for Michelle's Place and their Expressive Art Therapy program. CEO Rachel Mason highlighted the cross linkages in marketing and connections that are created through our grantees.
- Palomar Family Counseling "Grandparents Raising Grandchildren" program. Impact Story was shared and the bilingual component that assists in having equitable outreach and impact in our community.

4. Board Member Comments and Future Agenda Items

CEO Rachel Mason introduced the concept of the District having a Community Health Worker to serve as a health service navigator. This position would support the Community Health and Wellness Center's goals and is consistent with feedback she has received from several service partners. The committee agreed that we should begin investigating the creation of the position.

5. Adjournment

There being no further business, the meeting was adjourned at 2:46 p.m.

  
Jennifer Jeffries, Committee Chair

  
Board Secretary/Clerk