



TAHOE FOREST HOSPITAL DISTRICT

# 2023-12-04 Board Community Engagement Committee

Monday, December 4, 2023 at 1:00 p.m.

Tahoe Forest Hospital - Eskridge Conference Room

10121 Pine Avenue, Truckee, CA 96161



## TAHOE FOREST HOSPITAL DISTRICT

### Meeting Book - 2023-12-04 Board Community Engagement Committee

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# BOARD COMMUNITY ENGAGEMENT COMMITTEE AGENDA

Monday, December 4, 2023 at 1:00 p.m.  
Eskridge Conference Room – Tahoe Forest Hospital  
10121 Pine Avenue, Truckee, CA 96161

**1. CALL TO ORDER**

**2. ROLL CALL**

Michael McGarry, Chair; Mary Brown, Board Member

**3. CLEAR THE AGENDA/ITEMS NOT ON THE POSTED AGENDA**

**4. INPUT – AUDIENCE**

This is an opportunity for members of the public to address the Committee on items which are not on the agenda. Please state your name for the record. Comments are limited to three minutes. Written comments should be submitted to the Board Clerk 24 hours prior to the meeting to allow for distribution. Under Government Code Section 54954.2 – Brown Act, the Committee cannot take action on any item not on the agenda. The Committee may choose to acknowledge the comment or, where appropriate, briefly answer a question, refer the matter to staff, or set the item for discussion at a future meeting.

**5. APPROVAL OF MINUTES OF: 09/25/2023**

**6. ITEMS FOR COMMITTEE DISCUSSION AND/OR RECOMMENDATION**

**6.1. Small Wins**

Community Engagement Committee will share small wins.

**6.2. Draft Committee Charter ..... ATTACHMENT**

Community Engagement Committee will review a draft of its committee charter.

**6.3. Work Groups/Group Leadership..... ATTACHMENT**

Community Engagement Committee will review and discuss work groups and solicit group leadership.

**6.4. Community Benefit Current State Report – Part 1**

Community Engagement Committee will review part one of a Community Benefit Current State Report.

**6.5. Draft Grant & Sponsorship Policies ..... ATTACHMENT**

Community Engagement Committee will review draft grant and sponsorship policies.

**7. REVIEW FOLLOW UP ITEMS / BOARD MEETING RECOMMENDATIONS**

**8. NEXT MEETING DATE**

The next committee date and time will be confirmed.

**9. ADJOURN**

\*Denotes material (or a portion thereof) may be distributed later.

Note: It is the policy of Tahoe Forest Hospital District to not discriminate in admissions, provisions of services, hiring, training and employment practices on the basis of color, national origin, sex, religion, age or disability including AIDS and related conditions. Equal

Opportunity Employer. The telephonic meeting location is accessible to people with disabilities. Every reasonable effort will be made to accommodate participation of the disabled in all of the District's public meetings. If particular accommodations for the disabled are needed or a reasonable modification of the teleconference procedures are necessary (i.e., disability-related aids or other services), please contact the Executive Assistant at 582-3481 at least 24 hours in advance of the meeting.



# BOARD COMMUNITY ENGAGEMENT COMMITTEE

## DRAFT MINUTES

Monday, September 25, 2023 at 3:00 p.m.  
Eskridge Conference Room – Tahoe Forest Hospital  
10121 Pine Avenue, Truckee, CA 96161

### 1. CALL TO ORDER

Meeting was called to order at 3:02 p.m.

### 2. ROLL CALL

Board: Michael McGarry, Chair; Mary Brown, Board Member

Staff in attendance: Harry Weis, President and Chief Executive Officer; Louis Ward, Chief Operating Officer; Dr. Brian Evans, Chief Medical Officer; Ted Owens, Executive Director of Governance; Karli Epstein, Executive Director of Foundations; Maria Martin, Director of Wellness Neighborhood & Community Health; Meg Rab, Director of Marketing; Wendy Buchanan, Director of Occupational Health & Wellness and Center for Health; Lizzy Henasey, Population Health Analyst; Martina Rochefort, Clerk of the Board

### 3. CLEAR THE AGENDA/ITEMS NOT ON THE POSTED AGENDA

No changes were made to the agenda.

### 4. INPUT – AUDIENCE

No public comment was received.

### 5. ITEMS FOR COMMITTEE DISCUSSION AND/OR RECOMMENDATION

#### 5.1. Draft Committee Charter

Community Engagement Committee discussed development of its committee charter.

Director Michael McGarry provided a historical background on the committee creation. The Board would like to have deep and enduring relationships in the community. The committee was created to improve the role of the health system in the community. The growth pillar in the strategic plan is being updated to “community”. Those in attendance were chosen because of their passion or skillset in community health.

This committee is the voice of the community and for the community.

Community Engagement Committee discussed meeting every other month. Committee discussed wins that can be achieved in the next two months.

Wendy Buchanan, Director of Occupational Health and Center for Health, shared there is an opportunity with marketing to spread awareness in the community, specifically a marketing plan to employers with communication.

The following questions were posed:

- What are we doing for free at ski areas etc that we can reallocate to add and show value?
- How do we redo wellness section of the website?
- How to push out content?

Maria Martin, Director of Wellness Neighborhood & Community Health, said the Health System should also figure out how to market the free services we already have.

Seventy percent of referrals come from providers. A lot of new providers come in are very interested in wellness.

Community Engagement Committee asked for a utilization report of services to see rates of programs being used.

Karli Epstein, Executive Director of Foundation asked if we can educate our own employees better. Internal messaging is low hanging fruit.

## **5.2. Current and Future State of Community Engagement**

Community Engagement Committee discussed the current and future state of Health System engagement in the community.

Attendees shared what community and the committee mean to them.

Director Brown shared she is here because she wants to make a difference. It is too big a task to do alone. We need to think broadly.

Meg Rab, Director of Marketing, agreed the hospital does great work but we need to get it out to the community. There is so much more we can do. Director of Marketing inherited a marketing plan that is missing an engagement piece that shows “community heart”. She will work to be sure it is added.

Executive Director of Foundations would like to move to more proactive position instead of reactive. She would like to review where sponsorship dollars are determined and spent.

Director of Occupational Health and Center for Health felt this is the first time we have strong board engagement on this topic. She can bring the employer perspective and what their employees want. Director of Occupational Health and Center for Health can also bring the perspective of those using programs at the Center for Health.

Ted Owens, Executive Director of Governance, shared the Health System should not lose sight that Tahoe City, Kings Beach and Donner Summit are part of the District.

Dr. Brian Evans, Chief Medical Officer, shared that as a physician he is frustrated with outcomes due to preventable behaviors. The work this committee can do is almost overwhelming. Our health care system in this country is not aligned with health. CMO believes mental health is a huge reason a lot of patient issues exist.

Louis Ward, Chief Operating Officer, stated there should be room in this committee to talk about small wins.

Lizzy Henasey, Population Health Analyst, noted we need to identify strengths and gaps. Community Health should be looked at from an analytic framework so data is put behind it.

Director McGarry recently visited Beach Cities Health District. They used software to move forward. COO agreed data would help to establish priorities. Software can help be thoughtful.

Director of Community Health noted we need to get our stories out there so the community can connect. There is a need to connect to those in the community that do not want to be patients. The next step would be to bring in community partners to collaborate.

Executive Director of Foundations shared the Health System should capitalize on powerful positive physician stories.

### **5.3. Internal Department Support Discussion**

Internal stakeholders discussed how their departments can support the Community Engagement Committee and its mission.

The majority of the work will happen between meetings.

How does the board get more engaged and where?

Director of Wellness Neighborhood & Community Health felt we need to fine tune what the goal is and then bring in community partners so that there is an appetite.

Director of Occupational Health and Center for Health shared a number of employers have recently reached out about how to help their employees with wellness, etc.

Director of Marketing suggested focus groups to get information from end users.

Director Brown would like to start with something small, targeted from the Community Health Needs Assessment (CHNA).

Director of Wellness Neighborhood & Community Health shared the CHNA can be delayed and focus groups can be held in 2024 in place of it.

### **5.4. Future Committee Focus**

Community Engagement Committee will discuss areas such as budget and grant process.

## **6. REVIEW FOLLOW UP ITEMS / BOARD MEETING RECOMMENDATIONS**

- Review draft charter
- What are we doing today?
- How are services being used today? Look at utilization
- Work on 5 year winning aspiration goal and how to measure it
- Marketing plan for employers. What have we done to improve?

- Focus groups for 2024
- Look at CHNA for single targeted effort.
- Anything we learned from other agencies?
- Small wins
- Sponsorship process

Director of Wellness Neighborhood shared a recent win about a flyer for the pediatric drop-in flu shot clinic that also promoted vaccines clinics held with other agencies.

**7. NEXT MEETING DATE**

The next committee date and time will be confirmed.

**8. ADJOURN**

Meeting adjourned at 4:39 p.m.

DRAFT



## COMMITTEE CHARTER: COMMUNITY ENGAGEMENT COMMITTEE

### Purpose

The **Community Engagement Committee** of the hospital district board is established to support the Community Pillar of the Strategic Plan in our exceptionally healthy and thriving community. The Committee ensures collaboration between diverse community partners through active listening and advocacy for our community members. This committee is about improving health over just providing healthcare.

### Definition

Engagement is:

- The act of intentionally collaborating with individuals, communities, constituencies and organizations to help generate ideas, share best practices, better understand issues, identify concerns and considerations
- Collective problem-solving to leverage the work of our organizations
- Lifting community voice
- Ongoing and multi-directional
- Embracing a strategic approach to building lasting relationships

### Responsibilities

- Aid in the identification of unmet, community health needs and the means by which those gaps can be filled.
- Assist in strategic plan and budget for the community benefit, health and wellness services offered to our community.
- Provide a safe-collaborative space for open ideas, active listening and creative problem solving for community health and wellness.
- Identify community partners to convene, discuss and collaboratively implement strategies to improve community health.
- Identify qualitative and quantitative metrics, complementary to the triannual Community Health Needs Assessment and Community Health Improvement Plan, to track Committee engagement and progress.
- Leverage media to engage the community and regularly share Committee updates on progress.
- Annually summarize and transparently report on activities related to the Community Engagement Committee including overall community benefit, health system wide community health and wellness events, charity care, housing, transportation, community grants, community sponsorships, and the activities of the Community Health Department.

### Guiding Principles

- **Build Trust Through Collaboration**
- **Be Agile and Learning as we go and Evolving Evolve as we Learn**
- **Exemplify Integrity and Stewardship**
- **Prioritize Health over Healthcare**
- **Remain Curious**

### Composition

The committee will consist of two members of the TFHD Board of Directors.

### Meeting Schedule

Quarterly

DRAFT

Board Community Engagement Committee

Accountable Community of Health

Focus Groups

Community Benefit

Analytics Outcomes

Innovation

PFAC

Access Affordability

As Needed

Education Awareness

Sponsorship Partnerships

Grants

# ALG -1921 to Request for Public Funds AGOV-2301

## PURPOSE/RISK:

Failure to provide a clear community process for grant submissions and requests could lead to community dissatisfaction and confusion.

~~A. Under the law, the District may provide assistance to health care programs, services and activities at any location within the District for the benefit of the District and the people served by the District and to non-profit provider groups and clinics functioning in order to provide adequate health services to people in communities served by the District.~~

~~B. The community's health needs are served not only by traditional acute care hospitals, but also local health and wellness programs, community-based clinics, health provider educational programs, and other programs and organizations that promote physical, emotional and psychological well-being. Areas of consideration may include, but are not limited to, Behavioral Health, Dental, Rehabilitation, Women's Issues, Children's needs, Student Scholarships in human health care related studies, Senior programs, Telehealth technology and Community Services.~~

## POLICY:

Under the law, the District may provide assistance to health care programs, services and activities at any location within the District for the benefit of the District and the people served by the District and to non-profit provider groups and clinics functioning in order to provide adequate health services to people in communities served by the District.

The community's health needs are served not only by traditional acute care hospitals, but also local health and wellness programs, community-based clinics, health provider educational programs, and other programs and organizations that promote physical, emotional and psychological well-being. Areas of consideration may include, but are not limited to, Behavioral Health, Dental, Rehabilitation, Women's Issues, Children's needs, Student Scholarships in human health care related studies, Senior programs, Telehealth technology and Community Services.

The District has a Grants program, as finances allow, to address identified community health needs as envisioned by the Mission Statement and Strategic Plan. The District shall determine the amount to be budgeted to help fund these grant and sponsorship needs. The final decision regarding grant and sponsorship recipients shall be made by ~~the District Board~~Administrative Team. The District Board will review and approves the annual budget which includes the funds budgeted for community development grants.~~this policy on an annual basis.~~

## PROCEDURE:

A. Grant Requests:

1. Requirements:

a. Grants: \$7501 (minimum) - \$300,000 (maximum) are covered by this policy. For Sponsorships up to \$7500 (maximum) refer to policy AGOV-42.

a.b. All Grant requests must be submitted ~~between January 2 and March 15~~ November 1 and February 28, in writing ~~utilizing~~ on the TFHD Grant Form, which must be

filled out in accordance with instructions provided, and go through the District's formal ~~application~~application budget process.

- i. The formal application process ensures that grants meet the public purpose test; and
- ii. are an enumerated power of the District.
- iii. ~~Grant requests will be reviewed by the President & CEO and Administrative Team staff and the District Finance committee.~~
- iv. ~~Grant requests will be considered as part of the District's formal annual budget process; and may or may not be funded based on budgetary limitations. within the annual budget process~~
- ii. ~~Grant requests in excess of \$50,000 require formal Board review~~
- b.c. When requesting Grant funding for health fairs, health education and training projects, etc. requestors should provide complete information about the event/project and how it relates directly to providing health-related services to people in the District and aligns with the mission of the District.
- e.d. The District shall have the option to sponsor student scholarships in human health-related fields of higher learning, health education classes or other community services, at its own discretion, outside of the above ~~sponsorship grant~~ process, as deemed appropriate.

## 2. Approved Grant Requests

- a. The ~~Grants Committee~~District shall notify the applicant of the ~~grant award status of the request after the Board has approved the applicable FY(s) budget.~~
- a.b. All Grant awards will be contained within the budget process and approved by adoption of the District annual budget by the Board of Directors.
- b.c. Grants shall be awarded for a period not to exceed three (3) years.
- e.d. Approved Grants are listed on District's website in accordance with applicable California State statutes.

## B. Accountability:

1. Grant recipients may be asked to make a brief 5-minute presentation to the ~~Board~~Administrative Team, approximately one (1) year after receiving the grant award, to account for appropriate intended use of the grant.
2. Grant recipients shall provide the ~~Board~~Administrative Team with a final accounting of grant awards at the end of each fiscal year.
3. Grant recipients who do not effectively administer their grant funding as intended, may be asked to return unused grant money and may become ineligible to apply for future grants for a period of up to two (2) years.

## Special Instructions / Definitions:

**Related Policies/Forms: Recommend form to be built into TFHD.com site**

## References:

## AGOV-42 Community Sponsorships

### PURPOSE/RISK:

Failure to provide a clear community process for sponsorship submissions and requests could lead to community dissatisfaction and confusion.

### POLICY:

Tahoe Forest Hospital District/~~Health System~~ will ~~allocate attempt to budget~~ Marketing funds for the purpose of community development sponsorships each fiscal year. The purpose of community development sponsorships is to support the positive image of the Health System, and demonstrate our commitment to local youth programs and service organizations. Sponsorships are intended to advance the Health Systems visibility in the community, and promote health and wellness. ~~programming if possible.~~

### PROCEDURE:

#### A. Sponsorship Requests:

- ~~A.1.~~ Tahoe Forest Hospital District may sponsor local organizations without violating the constitutional prohibition against making a gift of public funds if it reasonably determines that such sponsorships serve a public purpose, a nexus with health care by helping the district accomplish its and the mission and vision of the District. The purpose behind community development sponsorships can include increased utilization of the District's services and facilities, enhancing the community's image of the District as an organization that cares and gives back to the local community, and allowing the District to better compete for patients who have a choice when it comes to selecting their health care services.
- ~~2.~~ Sponsorship requests must be submitted ~~in writing to the Marketing and Communications Department for consideration~~ utilizing the District's formal application process.
  - ~~1.~~ The application process ensures that sponsorships meet the public purpose test.
  - ~~2.~~ Sponsorships requests will be reviewed by the President & CEO or his/her designee.
  - ~~3.~~ Sponsorship requests will be considered as part the District's formal annual budget process; and may or may not be funded based on budgetary limitations.

#### B. Criteria for sponsorships are:

1. Sponsorships: 7500 (maximum). For grants \$7501 (minimum) - \$300,000 (maximum) refer to policy AGOV-2301
- ~~2.~~ Advances the understanding of health and wellness issues locally.
- ~~3.~~ Focus on youth and senior health, education, wellness, or outreach programs. Preference will be given to groups, teams, or organizations.
4. A level of sponsorship visibility that enhances the ~~hospital's~~ District's image.
5. Sponsorship receiving entity must exist within the Tahoe Forest Hospital District boundaries.
- ~~3.~~ Sponsorship requests in excess of \$5,000 will require review by the Chief Executive Officer

**RELATED FORMS: Recommend form to be**

# built into TFHD.com site

A.