



**AGENDA**

**Community Relations Committee**

Tuesday, January 25, 2011 – 7:30 a.m. – 9:00 a.m.

**Location:**

Alameda Hospital (Dal Cielo Conference Room)  
2070 Clinton Avenue  
Alameda, CA 94501

**Office of the Clerk: (510) 814-4001**

This is being noticed as a Board meeting as a quorum may be present. Ex-officio members and non-committee members cannot vote on any item, whether or not a quorum of the Board is present. Members of the public who wish to comment on agenda items will be given an opportunity before or during the consideration of each agenda item. Those wishing to comment must complete a speaker card indicating the agenda item that they wish to address.

- I. **Call to Order** Stewart Chen, DC
- II. **Regular Agenda**
  - A. Action Items
    - 1. Approval of Minutes – November 16, 2010 **ACTION ITEM** Stewart Chen, DC  
[enclosure]
    - 2. Approval of Revisions to Community Relations and Outreach Committee Structure and Purpose **ACTION ITEM** [enclosure] Terrie Kurrasch
  - B. Committee Membership Terrie Kurrasch
    - 1. Review of physician and community membership
    - 2. Appointment of new member(s) **ACTION ITEM**
  - C. Community Relations and Outreach Louise Nakada
    - 1. Webster Street Lunar New Year Festival Stewart Chen, D.C.  
Jeff Cambra/Jennifer Ong
    - 2. City-wide Childhood Obesity Initiatives Louise Nakada
    - 3. Community Stroke Risk Assessments
  - D. Marketing / Communications Louise Nakada
    - 1. Stroke Awareness Campaign
  - E. CEO Update Deborah Stebbins
  - F. Physicians Relations Update Tony Corica
  - G. Alameda Hospital Foundation Update Dennis Elo
- III. **Board / Committee Comments**
- IV. **Public Comments**
- V. **Adjournment**
- VI. **Next Meeting: February 22, 2011**



Minutes of the Community Relations Committee  
**November 16, 2010**

Present:

Board Members	Community Members	Physicians	Management
Rob Bonta, Chair	Jim Franz	Jim Yeh, DO	Dennis Eloie
Michael McCormick	Ann Evans		Louise Nakada
Leah Williams	Bill Withrow		Deborah E. Stebbins Tony Corica

Absent:

Board Members	Community Members	Physicians	Management
Jordan Battani	Stewart Chen	James Kong, MD	
Robert Deutsch, MD	Brad Shook Terrie Kurrasch Jeptha Boone, MD Tracy Lynn Jensen	Alka Sharma, MD	

Submitted By: Kristen Thorson

Topic	Discussion	Action / Follow-Up
I. Call to Order	Rob Bonta called the meeting to order at 7:40 a.m.	
II. Regular Agenda	A. <u>Approval of Minutes – September 28, 2010</u>	Ms. Evans made a motion to accept the minutes as presented. Ms. Williams seconded the motion. The motion carried with one abstention (Withrow).
	B. Community Relations and Outreach  1. Celebrate Alameda Youth – 100 Best Communities for Young People  Mr. Franz recapped the events surrounding the celebration held on the USS Hornet on November 6, 2010 for the award achieved by the community for 100 Best Places for Young People. The event was a huge success. The award came with a \$1,000 grant that was used to underwrite the celebration event.  Mr. Franz also informed the committee that he and other community leaders were working on developing an anti-bullying workshop for youth in Alameda. Ms. Williams asked if the workshops would include cyber-bullying. Mr. Franz replied that it would. The workshops would target middle school children.	

Topic	Discussion	Action / Follow-Up
	<p style="text-align: center;">2. Community Health Fair Report</p> <p>Ms. Nakada distributed a Health Fair Summary that summarized the events of the annual Alameda Hospital Community Health Fair held on October 23, 2010. Approximately 800 adults and 200 children attended the event. Over 70 employee and family volunteers, auxiliary and 20 nursing students help run the event. Approximately 500 flu shots were given.</p> <p style="text-align: center;">3. Flu Clinics – City of Alameda, AUSD, Community</p> <p>Ms. Nakada informed the committee that the Hospital sponsored a flu shot clinic for the City of Alameda employees and provided 100 flu shots. November 18-19 the hospital will be sponsoring a flu shot clinic for the Alameda Unified School District. The hospital will also be planning another community flu shot clinic in December.</p> <p style="text-align: center;">4. Alameda Elders Communities</p> <p>Ms. Nakada announced that the Alameda Elder Communities (AEC) will be hosting a seminar on Navigating Senior Housing Options. The seminar will be held at the Hospital.</p>	
	<p style="text-align: center;">C. Business Associations</p> <p style="text-align: center;">1. Chamber of Commerce</p> <p>Mr. Eloie informed the committee about an preliminary discussions with the city and business associations to combine all of the Alameda business associations into one organization.</p> <p style="text-align: center;">2. Abbott Diabetes</p> <p>Mr. Eloie also informed the committee about future collaboration possibilities with Abbott Diabetes, including sponsorships and participation at community events. The Hospital recently participated in an employee health faire at Abbott Diabetes and management has met with leadership at Abbott to develop a relationship between our two</p>	

Topic	Discussion	Action / Follow-Up
	organizations.	

Topic	Discussion	Action / Follow-Up
	<p data-bbox="505 195 927 226"><b>D. Marketing / Communications</b></p> <p data-bbox="456 264 1105 331">Ms. Nakada reviewed the following marketing and communication strategies for the Hospital.</p> <ol data-bbox="602 369 1024 401" style="list-style-type: none"> <li data-bbox="602 369 1024 401">1. Alameda Hospital Physicians</li> </ol> <p data-bbox="456 438 1089 541">The next focus postcard will feature the Alameda Hospital Primary Care Physicians at the Towne Centre.</p> <ol data-bbox="602 579 1024 611" style="list-style-type: none"> <li data-bbox="602 579 1024 611">2. November/December e-Blast</li> </ol> <p data-bbox="456 648 1097 751">The next e-Blast will feature physicians, a holiday greeting from the hospital and announcement of upcoming flu shot clinics for the community.</p> <ol data-bbox="602 789 837 821" style="list-style-type: none"> <li data-bbox="602 789 837 821">3. HBI Gulls Call</li> </ol> <p data-bbox="456 858 1114 1035">The Hospital has been using the Harbor Bay Isle (HBI) Gulls Call every other month to highlight services of Alameda Hospital and offer health education such as flu prevention and cardiac/stroke symptoms to residents on HBI.</p> <ol data-bbox="602 1073 854 1104" style="list-style-type: none"> <li data-bbox="602 1073 854 1104">4. Website Update</li> </ol> <p data-bbox="456 1142 1114 1276">The website is in the process of being redesigned to give it a fresh look. We are also looking at putting patient testimonials on the website. The website receives 5,000-6,000 unique visitors each month.</p>	
	<p data-bbox="505 1318 716 1350"><b>E. CEO Update</b></p> <p data-bbox="456 1388 1130 1522">Ms. Stebbins update the committee on current and upcoming capital projects and program development at the Hospital, including PACS, EHR, and wound care.</p>	
	<p data-bbox="505 1566 902 1598"><b>F. Physician Relations Update</b></p> <p data-bbox="456 1635 1114 1850">Mr. Corica informed the committee that Dr. Jenna Brimmer will be starting at the Clinic/MOB in January. With this addition, the clinic will now have full-time physician coverage. In addition, Dr. Mable Lim will begin seeing patients, including Medi-Cal, at the Clinic by January 2011.</p>	
	<p data-bbox="505 1885 1032 1917"><b>G. Alameda Hospital Foundation Update</b></p>	

Topic	Discussion	Action / Follow-Up
	<p>Mr. Eloee stated that the Harbor Bay Club will be hosting the Alameda/Oakland Magazine Launch Party on January 13, 2011. All proceeds from the raffle tickets will go to the Alameda Hospital Foundation. The event offers another opportunity for the Hospital and Foundation to be visible in the community.</p>	
	<p>H. December Meeting</p> <p>Mr. Bonta suggested that the December committee meeting be canceled as it was scheduled for the week between Christmas and New Years.</p>	<p>The committee agreed to cancel the December meeting.</p>
<p>III. Board / Committee Comments</p>	<p>Ms. Williams stated that this was her last meeting as a District Board Member and indicated that she would be happy to stay involved with the committee as a community member. She also stated for the record that she has filed complaints with multiple agencies regarding the recent election and alleged misrepresentation on the ballot by Elliott Gorelick.</p> <p>Mr. Bonta also stated that this would be his last meeting as chair of the committee as well as District Board Member. He thanked everyone for the opportunity to serve the District and stated that he would always be a supporter of the hospital.</p> <p>Ms. Stebbins extended thanks from staff and the committee to both Mr. Bonta and Ms. Williams for their leadership on the Board and with the Community Relations and Outreach Committee.</p>	
<p>IV. Public Comments</p>	<p>None</p>	
<p>V. Adjournment</p>		<p>The Community Relations Committee was adjourned at 9:10 a.m.</p>

Date: January 10, 2011

To: City of Alameda Health Care District, Board of Directors

From: Deborah Stebbins, CEO

Subject: Approval of the Revisions to the Community Relations and Outreach Committee Structure and Purpose

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**Recommendation:**

To approve the revisions to the standing committee structure as outlined below.

**STRUCTURE AND PURPOSE:**

1. Community Relations Committee:
  - a. Primary Purpose: The primary purpose of the Community Relations Committee is to develop a community engagement and outreach plan that supports the hospital's strategic plan and annual goals. The Committee advises the board on strategies and programs to enhance health care services to the community, increase the district's (hospital's) market share, effectively position the hospital for success based on information flow with the community and elected officials and support the fund-raising objectives of the Alameda Hospital Foundation.
  - b. Committee Composition and Voting Rights: The committee shall be comprised of the following members:
    - i. At least two members of the City of Alameda Health Care District Board of Directors all of whom shall be voting members of the committee. One of these members also shall be appointed to serve as the committee co-chair. The other co-chair will be an at large member from the community who will be elected each year.
    - ~~ii.~~ The President of the City of Alameda Health Care District Board of Directors shall be an ex-officio, non-noting member, unless the President is serving as a voting member of the committee.
    - ~~iii.~~ Up to three members of the Alameda Hospital Medical Staff all of whom shall be voting members of the committee.

~~iii~~.iv. Up to eleven at large members chosen for expertise needed by the district all of whom shall be voting members of the committee. At least one member at large shall also be a member of the Alameda Hospital Foundation Board.

~~iv~~.v. The City of Alameda Health Care District Chief Executive Officer, and other hospital management as delegated, who shall not be voting members of the committee.

~~v~~.vi. The Executive Director of the Alameda Hospital Foundation and the Director of Community Relations shall serve as staff to the Committee and collaborate with the Committee co-chairs on the preparation of agenda.

c. Terms: The committee shall be appointed annually.

d. Meeting Frequency: The committee shall meet at least quarterly.