



**MINUTES  
BOARD OF DIRECTORS MEETING**

**March 8, 2023, 6:00 p.m.  
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.

**A. CALL MEETING TO ORDER / ROLL CALL / ESTABLISH A QUORUM / PLEDGE OF ALLEGIANCE**

Director Bill Leach called the meeting to order at 6:00 p.m. and led the Pledge of Allegiance. In attendance: Directors Bill Leach, Barbara Mroz, Jennifer Jeffries, Terry Brown, and Mike Stanicek. CEO Rachel Mason, Accountant Susan Woodward, Legal Counsel Jeffrey Scott, and Property Manager Roy Moosa. Staff members and associates: Executive Assistant Raquel Williams, Administrative Officer Judith Oswald, Community Health & Wellness Center Administrator Theresa Geracitano. Tomedes translator, Allison Barclay from Boy's & Girl's Clubs of North County and members of the public: Allison Solander, Joe Beyer, Jeff Egkan and Tim Willard.

**B. APPROVAL OF THE AGENDA**

**Action:** It was moved by Director Mroz seconded by Director Brown to approve the agenda as presented.

**Motion carried**

Director Mroz.....Aye  
Director Jeffries.....Aye  
Director Brown.....Aye  
Director Stanicek.....Aye  
Director Leach.....Aye

**C. PUBLIC COMMENTS –**

Jeff Egkan gave a political statement of support for Ross Pike as he is running for a seat on the LAFCO Board. Allison S. of REINS shared about the program and invited all to their fundraiser Horse Show. Joe Beyer is appreciative of all the efforts being done at the Community Health & Wellness Center. He says to keep the focus on the center and not to let the price tags of construction costs scare us. Tim Willard shared his appreciation of FRHD on behalf of Fallbrook Food Pantry.

**D. GRANTEE PRESENTATION – BOYS & GIRLS CLUBS OF NORTH COUNTY**

ALLISON BARCLAY, CEO

- Founded in Hartford, Connecticut with a character development focus-capture their interests-improve behavior-increase personal goals and expectations 1906: 53 Boys Clubs banned together forming Federated Boys Clubs 1931: Became *Boys Clubs of America* 1990: In recognition of the fact that girls were active participants in our programs, the name was changed to *Boys & Girls Clubs of America*.
- 2022: Expanded to Bonsall providing services during school breaks. 10 sites, over 2,000 kids served per year. 80 full time staff, partners with 10+ community organizations. 3 vehicle fleet including a bus. With a 2.6m operating budget.

- FRHD provides grant funding for the Triple Play Program a game plan for the mind, body, and soul. That teaches healthy habits, daily challenges, and social recreation. Over 400 Club member participate in at least one component of Triple Play. As well as the Water Safety Program swim lessons. Approximately 200 participants each summer. 100% of participants receive water safety instruction including identifying someone in need of assistance. Swim attire is provided to Club members as needed to ensure all kids could participate.

**CONSENT ITEMS**

- E1. Minutes of February 1, 2023, Finance Committee Meeting
- E2. Minutes of February 7, 2023, Special Board of Directors Meeting
- E3. Minutes of February 8, 2023, Board of Directors Meeting
- E4. Minutes of February 15, 2023, Facilities Committee
- E5. Minutes of February 15, 2023, Strategic Planning Committee
- E6. Minutes of February 22, 2023, Governmental & Public Engagement Committee

**Action:** It was moved by Director Mroz seconded by Director Brown to approve the Consent Items as presented.

**Motion carried** by the following roll call vote (4-0)

- Director Mroz .....Aye
- Director Jeffries.....Aye
- Director Leach.....Aye
- Director Brown.....Aye
- Director Stanicek.....Aye

**REPORTS/POSSIBLE ACTION**

**F1. Finance Committee – Directors Brown and Jeffries** Report coming in April meeting.

Director Brown indicated that both March and April Finance Reports will be shared with the Board at the April Finance Meeting.

**F2. Facilities Committee – Directors Jeffries and Mroz** Update from the improvement measures being done at the CH&WC. HVAC installed in classrooms 1 & 4, Sinks and Cabinets have been removed, storage lockers will be installed, Painting and Flooring could be potentially done by end of March. A local handyman will be doing the Painting, 22 windows will be retrofitted by North County Window & Door at est. \$21,000 and blinds will be purchased at 3-day Blinds. The Committee agreed that this was needed to keep heating and cooling costs down. Paint estimates are being gathered for the metal building and shade structure. Rain gutters with screens are being added. House of Wellness Exterior and interior painting, ADA compliant restroom and grounds and parking. The Committee feels that the parking lot and sidewalks be a high priority. Roy Moosa made a recommendation for the Committee to take before and after pictures of all renovations. RFPs are needed. Dialogue ensued.

**F3. Strategic Planning Committee – Directors Leach and Mroz** Director Mroz believes the Mission Statement is generic she thinks it should reflect what the District is doing regarding the Health & Wellness Center. Strategic Planning Committee revised the last statement in 2020. Director Mroz will be looking at the Mission|Vision|Values to see how she can revise the statements to reflect the changes of the District. CEO Mason shared with the committee that the District is interested in the PACE Program proposal. Chair Leach proposes more Community Collaborations to develop relationships with the public and fight off the talk that we are competing with local businesses. Director Mroz believes that having a narrative on the website of how we got here will be helpful for public awareness. CEO Mason added that she is working on the timeline and a conversation has started with a current grantee of potential collaborations and will share with the Governmental & Public Engagement committee. Chair Leach would like to partner with the school districts. Lisa Turner, Executive Director of Palomar Family Counseling Services shared that the Community Collaborative meetings are super helpful, and we learn from each other more than we know. As a grantee she wanted to express her thanks for the Districts support.

**F4. Governmental & Public Engagement – Directors Stanicek and Leach**

Director Stanicek shared the three themes that have been developing at the meetings; 1) why don't we have a hospital? 2) Why do we have an Urgent Care that is not great? 3) What does FRHD do? These are pillars that we need to wrap our arms around. To answer those three themes of miscommunication we have an opportunity to craft a few crisp pieces for the newspaper and or social media to address those issues and move on to real business. Create a structure for strategy for the future marketing. Improving communication in all aspects. Recommendation

from the committee to consider hiring an Outreach and Communications Coordinator. Director Stanicek believes this position will be a beneficial move in the right direction. Director Jeffries inquired about the MOU with North County Fire for the shared social media specialist position, about the cost of the grant agreement which is \$30,000. There are no issues with them the position would be absorbed by North County Fire. Director Brown has concerns about how high our administration costs are, he indicated he believes it should be less than 20%. Director Mroz suggested existing staff take on the role or possibly create an APP, she believes hiring another person will raise eyebrows. Director Stanicek commented that what we are trying to increase awareness and communications and it is very difficult to parcel out to different people if one person is not the owner the job falls through the cracks. Public Comments: Roy Moosa suggested that maybe this position should be part time and allow it to grow into full time. Jeff Egkan commented that Dani has been amazing for North County Fire and echoed Roy’s suggestion about part time and perhaps a salaried position. Tim Willard commented that its crucial to have someone focused on the job. Parceling it out is a project created by a committee and does not work well. Director Jeffries asked if this is approved today, the position would be as it is presented.

**Action:** It was moved by Director Jeffries seconded by Director Stanicek to approve the Outreach and Communications position

**Motion denied** by the following roll call vote (3-2)

Director Mroz .....	Nay
Director Jeffries.....	Aye
Director Leach .....	Nay
Director Brown.....	Nay
Director Stanicek.....	Aye

**Action:** It was moved by Chair Leach seconded by Director Mroz to make the position part time, Director Stanicek reminded the Board that we already have a part time person and to make the level of changes and growth that is needed for the District currently, we need to have a qualified person to move forward.

Director Jeffries commented that when you hire a part time person you get part time workers looking for full time work. Part time seems counterproductive. Chair Leach commented that if the Board does not have a good feeling about part time, then he is ok to table the motion at this time and look into the budget.

Director Brown asked if we are using the same person as North County Fire and she is doing such an awesome job for them then why are we not getting the same service. CEO Mason added that Dani has been tasked with Social Media Communications. North County Fire has a Public Information Officer (PIO) and Social Media and they are going to have much better outcomes than us. Director Brown is concerned that the public is going to think we hired a PR person and it’s not the way to go. Chair Leach feels the bigger picture is not to try to appease the public and get the job done. The public does not understand what we do and why we are here, this Board in the past has spent thousands of dollars on consultants and yet we are still lacking in our messaging. Director Stanicek shared that Social Media is a channel of communication. A focused strategy and set of objectives is needed to proceed.

Chair Leach withdrew his motion. There was a consensus. Counsel Scott shared with the Board that Tri Cities and Palomar Districts spend millions on advertising/outreach. Director Brown sarcastically suggests a TV commercial. Director Stanicek believes we need to strategize and review this proposal.

**F5. Chief Executive Officer – Rachel Mason**

CDPH is no longer offering the PCR testing program, as of Feb 23<sup>rd</sup> the District is no longer offering PCR testing, but will have boxes of the rapid antigen tests available for community members with limited access elsewhere. Theresa and TEAM will be dispersing tests to local growers and the lower income sector. PCR testing is offered by the County and at most pharmacies.

Continued partnership discussion with Gary and Mary West PACE Program and had a great chat with Palomar Family Counseling to possibly bring new programming to the Community Health & Wellness Center.

The FY23.24 CHC-Grant application window has closed. There were 22 applications submitted from 11 agencies. Board Members will receive the grant binders within a week. The Special Meeting for the CHC-Grant Evaluations is scheduled for April 8<sup>th</sup> from 10am to noon and will be held at the Community Health & Wellness Center.

Administrative Projects Board Member Portal – Board members have all generally provided positive feedback regarding the usability of the portal. Budget/Chart of Account realigning. The Finance team will be brought a new

chart of accounts list to the April Finance Committee. CEO Mason is working to outline the FY23.24 budget and expects to have first draft review ready at the April meetings.  
Roy asked CEO Mason if test kits have expiration dates? Response: yes, all have varied expiration dates.

**F6. General Counsel – Jeffrey Scott Confined his report to Closed Session**

**G. DISCUSSION/POSSIBLE ACTION ITEMS**

**G1. Special Board of Directors Meeting Follow up.**

Nothing new from CEO Mason most items have been pushed to committees. Chair Leach is looking forward to Seeing those items in the future agendas.

**G2. Community Health & Wellness Center Project Priorities**

Director Jeffries commented that it was discussed in the Facilities Report.

**G3. CSDA, LAFCO, SDRMA Call for Nominations for new Board members.**

Director Jeffries, Roy Moosa and Jeff Egkan spoke on behalf of Ross Pike they believe he will be a good representative for Fallbrook on LAFCO Board.

Chair Leach appreciated the publics’ thoughts.

**Action:** It was moved by Director Jeffries seconded by Director Brown to support and vote for Ross Pike

**Motion approved** by the following roll call vote (4-0)

- Director Mroz .....Aye
- Director Jeffries.....Aye
- Director Leach .....Aye
- Director Brown.....Aye
- Director Stanicek.....Aye

**H. COMMENTS BY MEMBERS OF THE PUBLIC ON ITEMS NOT ON THE AGENDA  
NONE**

**I. BOARD MEMBER COMMENTS & ITEMS FOR SUBSEQUENT MEETINGS**

CEO Mason shared that the Audit has been completed.

**Facilities Committee - 3<sup>rd</sup> Wednesday, March 15, 2023, at 2:00 pm.**

**Strategic Planning Committee - 3<sup>rd</sup> Wednesday, March 15, 2023, at 5:30 pm.**

**Governmental and Public Engagement Committee – 4<sup>th</sup> Wednesday, March 22, 2023, at 5:30pm**

**Finance Committee – 1<sup>st</sup> Wednesday, April 5, 2023, at 4:30pm**

**Next Board of Directors Meeting – 2<sup>nd</sup> Wednesday, April 12, 2023, 6:00pm**

**J. CLOSED SESSION**

- J1. CONFERENCE WITH REAL PROPERTY NEGOTIATOR  
PURSUANT TO GOVERNMENT CODE SECTION 54956.8:  
Property: Located at 617 East Alvarado Street  
Fallbrook, California 92028  
Parties: District and Dr. Graydon Skeoch  
Under Negotiation: Price and Terms

**RETURN TO OPEN SESSION**

The Board returned from Closed Session at 8:25 p.m. and reconvened to Open Session at 8:26 p.m. Counsel was directed to take appropriate action concerning the Real Property matter.

**L. ADJOURNMENT** There being no further business the meeting was adjourned at 8:26 p.m.



A handwritten signature in blue ink, reading "Rachel Kilbi", is written over a horizontal line.

Executive Assistant / Board Clerk

DRAFT