



**SONOMA VALLEY HEALTH CARE DISTRICT
 GOVERNANCE COMMITTEE MEETING
 AGENDA
 TUESDAY, November 28, 2017
 8:30AM**

**ADMINISTRATIVE CONFERENCE ROOM
 347 ANDRIEUX STREET, SONOMA, CA 95476**

AGENDA ITEM	RECOMMENDATION	
In compliance with the Americans with Disabilities Act, if you require special accommodations to participate in a District meeting, please contact the District Clerk, Stacey Finn at sfinn@svh.com or (707) 935.5004 at least 48 hours prior to the meeting.		
MISSION STATEMENT <i>The mission of the SVHCD is to maintain, improve, and restore the health of everyone in our community.</i>		
1. CALL TO ORDER/ANNOUNCEMENTS	<i>Hohorst</i>	
2. PUBLIC COMMENT SECTION At this time, members of the public may comment on any item not appearing on the agenda. It is recommended you keep your comments to three minutes or less. Under State Law, matters presented under this item cannot be discussed or acted upon by the Committee at this time. For items appearing on the agenda, the public will be invited to make comments at the time the item comes up.	<i>Hohorst</i>	
3. REVIEW OF TWO BOARD POLICIES <ul style="list-style-type: none"> • Guideline for the Board of Directors Meeting Minutes • Board of Directors Media Communications Policy (old policy version included for reference) 	<i>Hohorst</i>	Inform/Action
5. ADJOURN	<i>Hohorst</i>	



Meeting Date: December 7, 2017

Prepared by: Peter Hohorst

Agenda Item Title: Guidelines for Minutes Policy

Recommendations:

That the Board approve the proposed changes to the Guidelines for Minutes Policy

Background:

The existing Guidelines for Minutes Policy was approved at the March 24, 2011 Board meeting. It was written to reduce the time and expense of creating the minutes while still retaining a record of actions taken by the Board and of comments made during Board meeting. During the subsequent six years the format for the minutes has changed slightly while retaining the desired brevity.

The revised Guidelines have been suggested by the Board Clerk and reflect the current approach to preparing the Board minutes.

A new requirement to retain the recording made of the Board meeting for a period of 30 days or until the minutes have been approved, whichever is longer as required by the Public Records Act has been added.

Consequences of Negative Action/Alternative Actions:

The old Guidelines for Minutes Policy will remain in effect.

Financial Impact:

None

Attachments:

Draft of revised Guidelines for Minutes Policy



SUBJECT: GUIDELINE FOR THE BOARD OF DIRECTORS MEETING MINUTES

POLICY #P-2017.12.07

DEPARTMENT: BOARD OF DIRECTORS

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EFFECTIVE:

APPROVED BY:

REVISED: 3/11,12/17

MINUTES FORMAT AND GUIDELINE:

Minutes shall reflect the agenda topics, order and format.

All changes to the agenda shall be noticed in the minutes

All motions, whether passed or not shall be noticed in the minutes; notice shall include the name of the director making the motion, and the specific action(s) taken. If multiple motions are made, each one shall be noticed separately. A brief summary of the discussion, if any, regarding the motion shall also be noticed.

When members of the public make comments at Board meetings, their comments shall be included in the minutes with their names (when provided). Direct quotes of the speaker shall be used with the exception when multiple speakers make the same comment (or nearly the same) on one topic, only one of the comments of one speaker shall be noticed in the minutes. Detailed summarization of the comments of the remaining speakers, with names, shall be included in that instance.

Consent Calendar – Suggested changes to items on the consent calendar shall be noticed in the minutes with motions accordingly.

All presentations shall be noticed in the minutes and shall include: the speaker's name (s), and the key talking and subject points. Detailed reporting and commentary shall be omitted.

Written reports in the Board packet from Board committees shall be noticed in the minutes. Only limited detail on the presentations supporting these written reports shall be captured.

The Financial and Administrative reports in the Board Packet shall be noticed in the minutes. Commentary on these reports should be limited to capturing factual data. A summary of discussions about these reports shall be noticed in the minutes as needed for clarity. These summaries should be brief unless action is taken by the Board concerning these reports and is pertinent to a vote.

Board comments shall be noticed in the minutes and shall include the name of the director and a detailed summarization of the comments.

The time of the meeting's adjournment shall be noticed in the minutes.



SUBJECT: GUIDELINE FOR THE BOARD OF DIRECTORS MEETING MINUTES

POLICY #P-2017.12.07

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In cases where an audio or video recording of a Board meeting is made for whatever purpose by or at the direction of the District Board, these recordings shall be retained until the minutes are approved or for thirty (30) days, whichever is longer. (California Government Code section 54953.5(b)). These recordings are subject to the California Public Records Act.



Meeting Date: December 7, 2017

Prepared by: Peter Hohorst

Agenda Item Title: Media Communications Policy

Recommendations:

That the Board approve the proposed changes to the Media Communications Policy

Background:

The existing Media Communications Policy was approved at December 4, 2014 Board meeting. It was based on recommendations from Bob Kenney.

Three major revisions were made to the old policy.

- An exception to the policy was added to cover media communications in the event of the activation of the Emergency Operations Plan, in which case all Hospital and District communications would be handled by the designated Public Information Officer.
- References in the policy to specific responsibilities of the Hospital Administration personnel were removed to avoid instances of the CEO needing Board approval for changes that were operational in nature.
- The section of the old policy that contained restrictions on what communications were permitted for employees of the hospital was deleted as these restrictions were included in an HR policy.

The revised policy essentially retains the statement of “Policy” from the old policy with an addition of added emphasis for the discussion of issues during Board meetings.

Consequences of Negative Action/Alternative Actions:

The old Media Communications Policy will remain in effect.

Financial Impact:

None

Attachments:

Media Communications Policy from December 4, 2014

Draft of revised Media Communications Policy



Media Communications Policy

The purpose of this policy is to clarify and improve procedures for communicating information to the public and stakeholders through the news media about the issues, decisions, actions and programs concerning the Sonoma Valley Health Care District (the District) and the Sonoma Valley Hospital (the Hospital). This policy applies to all media-based public communications.

- Local, regional and national news and feature media, both print and electronic
- Industry news media and websites
- SVH/Board website
- Social media (i.e. Facebook, Twitter)

Policy

It is the policy of the District and the Hospital to provide accurate and timely information to the media on a regular basis in order to foster and maintain open communications and to provide transparency for the media and the public. This information shall include, but not be limited to, decisions, policies, operating results, quality ratings, and Hospital programs and service offerings.

The District and Hospital shall be accessible to the media and public and shall respond to inquiries relevant to its mission, policies and decisions in a timely manner, but with the understanding that the District/Hospital may require time to gather information before responding.

In instances where a discussion of an issue is in the public interest, the Chair shall place the issue on the agenda for the next regularly scheduled Board meeting or at a special Board meeting called to discuss the issue.

District and Hospital communications will not disclose patient information in compliance with HIPAA guidelines.

Responsibilities

The District Chief Executive Officer (CEO) shall be responsible for ensuring that all District/Hospital communications are in compliance with the Media Communications Policy.

The Board Chair shall be responsible for identifying and approving all media announcements relating to Board decisions and actions.

Procedures

The CEO shall develop and present to the District Board an annual communications plan encompassing both public information and marketing communications strategies and initiatives.

The CEO shall plan and implement public communications initiatives that enhance media and public understanding of the District and Hospital and the role each plays in serving the health and wellbeing of the community.

The CEO shall coordinate with the Board Chair the dissemination to the media of Board announcements, decisions and initiatives.

The CEO shall ensure that information on the Hospital's website and Facebook page is regularly updated.

The CEO shall maintain a current list of local/regional media and key contacts, with information on deadline requirements, for dissemination of District/Hospital news.

The CEO shall develop and maintain an online media communications program through social media to reach members of the public who cannot be reached through print media.

District Board members contacted by media outlet for comments should confer with the Board Chair prior to responding to ensure accuracy of information.

Exceptions to Policy

The CEO will obtain approval from the Board Chair prior to releasing information to the media in matters dealing with issues of community and political sensitivity regarding District and/or Hospital policy or operations.

In the event of an activation of the Hospital's Emergency Operations Plan (EOP,) the sole spokesperson for the District and the Hospital shall be the designated Public Information Officer. No other Hospital employee or District Board member shall make any comments or communications to any media outlet during the time the EOP is in effect.



SUBJECT: MEDIA COMMUNICATIONS	POLICY #
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	REVISED: 2/25/14

PURPOSE

To identify procedures for communicating information to the public and stakeholders through the news media about the decisions, actions and programs undertaken by Sonoma Valley Health Care District and Hospital.

SCOPE

This policy applies to all media-based public communications for Sonoma Valley Health Care District and Hospital. For purposes of this policy, “news media” will be defined as:

- Local, regional and national news and feature media, both print and electronic
- Industry news media and websites
- SVH/Board website
- Social media (i.e. Facebook, Twitter)

POLICY

It is the policy of the Sonoma Valley Health Care District and Hospital to provide accurate and timely information to the media in order to foster and maintain open communications and provide transparency for the media and the public. The District and Hospital also believe it is important to regularly communicate information about Hospital programs and service offerings to community members and stakeholders.

- The District and Hospital will be accessible to the media and public to respond to inquiries and address issues relevant to its mission, policies and decisions.
- The District and Hospital will disseminate news and information to the media and public about its decisions, policies and activities in a timely manner.
- The District and Hospital will respond to media inquiries in a timely manner but with the understanding that the District/Hospital may require time to formulate a response.



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- All District and Hospital communications will adhere to HIPAA guidelines. (A useful reference is the California Hospital Association publication, "Guide to Release of Patient Information to the Media.")

RESPONSIBILITIES

The CEO is responsible for ensuring that all communications are in compliance with the Media Communications Policy. The CEO will identify Staff and/or Consultants who will have responsibility for planning and executing District/Hospital communications through the media.

In this document, "Hospital Communications" refers both to Hospital Communications Staff and Communications Consultants designated by CEO to work with the media on behalf of District and Hospital.

Hospital Communications will ensure that District/Hospital external communications, including announcements and press releases, are communicated to the proper individuals and in the proper language that meets with District/Hospital goals, strategies, legal and regulatory requirements and policies. Hospital Communications will determine appropriate media distribution of announcements.

Hospital Communications duties will entail but are not limited to the following:

- Plan, recommend, implement and report on public communications initiatives that enhance media and public understanding of the District and Hospital and the role each plays in serving the health and wellbeing of the community.
- Develop and present to District Board an annual communications plan encompassing both public information and marketing communications strategies and initiatives. CEO will report results to District Board as part of monthly reports.
- Disseminate news to all media about District/Hospital announcements, decisions and initiatives.
- Maintain current list of local/regional media and key contacts, with information on deadline requirements, for dissemination of District/Hospital news.



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- Maintain Hospital’s presence through online media including social media as appropriate.
- Regularly update information on Hospital website and Facebook page.
- Assist CEO or District Board members in preparing for media interviews.
- Provide communications support to Hospital Foundation.

PROCEDURES

Board Chair will have responsibility for identifying and approving all media announcements related to Board decisions and actions.

Hospital CEO will have responsibility for approving all media announcements, including marketing communications, related to Hospital decisions and actions not directly related to District Board decisions or actions.

In matters dealing with issues of community and political sensitivity regarding District and/or Hospital policy or operations, CEO will obtain approval from Board Chair prior to releasing information to media. If media spokesperson is to be someone other than CEO or Chair, CEO will identify designated spokesperson to Board in advance of announcement.

In matters dealing with routine announcements and marketing activity related to Hospital, CEO will have discretion to release information to media through Hospital Communications procedures without District approval, but will provide information to District Board in a timely manner and not later than simultaneous with release of information.

- For purposes of this document, routine news announcements include but are not be limited to the following: personnel news, new services, marketing communications, community health programs and participation in community events.

Hospital Communications personnel will be made available to the District Board at Chair’s request to assist with developing and disseminating Board communications. These requests will be guided by the following:

- Board requests for Hospital Communications support will be made to CEO.



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- Hospital Communications services will include but are not limited to: writing and disseminating press releases; analyzing issues and recommending strategies and actions; contacting media on Board's behalf; reporting results of media outreach.
- Hospital Communications personnel will not serve as spokespersons for Board unless requested to do so by Board Chair or CEO.

District Board members contacted by the media can access Hospital Communications for assistance with CEO's approval.

Media inquiries received by Hospital Communications regarding District policies, activities and announcements will be communicated to the Board Chair and/or Hospital CEO. Hospital Communications will not speak for District Board unless authorized to do so by Chair/CEO. In relaying requests, Hospital Communications will suggest appropriate response to Chair/CEO.

EMPLOYEES

- Hospital employees are not permitted to make statements to media or through media on behalf of the Hospital and/or Board without authorization from CEO.
- Employees are not permitted to post materials on Hospital/Board website or Facebook page without authorization from the Hospital Communications member designated responsible for maintaining these media.
- Employees are not prevented from making personal statements in social media as long as they do not represent themselves as Hospital/Board representatives. Employees must follow Hospital Social Media Policy (#HR8610-300) available from Human Resources.