

**REGULAR MEETING
BOARD OF DIRECTORS
BEACH CITIES HEALTH DISTRICT
February 23, 2011**

A Regular Meeting of the Board of Directors of the Beach Cities Health District was called to order in the Beach Cities Room of the Beach Cities Health Center at 6:40 p.m.

Members Present: Marie Corr
Dr. Noel Chun
Joanne Edgerton
Dr. Robert Grossman
Vanessa Poster

Members Absent:

Legal Counsel Present: Robert Lundy, Legal Counsel
Staff Present: Susan Burden, CEO

AGENDA ITEM	DISCUSSION	ACTION OR FOLLOW-UP
<p>Call to Order</p> <p>Public Discussion</p>	<p>Ms. Marie Corr opened the meeting and invited Hermosa Beach City Councilman Howard Fishman to lead the salute to the flag.</p> <p>Ms. Corr asked if any member of the public would like to address the Board on any issue not on the agenda. No one from the public stepped forward.</p> <p>Ms. Susan Burden, Chief Executive Officer, announced that Dr. Noel Chun was joining the meeting from a remote location and that the Revised Agenda noted his location and was posted at that location.</p>	
<p>Community Partner Introduction Mr. Dave Carmany, City Manager, City of Manhattan Beach</p>	<p>Ms. Corr announced that Mr. Dave Carmany, City Manager for the City of Manhattan Beach, was not in attendance and would be introduced at a future meeting.</p>	
<p>Memorial Tribute Jim Deutsch – Friend of BCHD</p>	<p>Ms. Corr presented a memorial tribute to the family of Mr. Jim Deutsch, who was a dedicated member of the community and a good friend of Beach Cities Health District. Ms. Deutsch accepted on behalf of the family.</p>	
<p>Appointment of Board Members to BCHD Committees</p>	<p>Ms. Corr announced the following appointments of Board Members to BCHD Committees:</p>	

AGENDA ITEM	DISCUSSION	ACTION OR FOLLOW-UP
<p>A. Community Health Committee</p> <p>B. Finance Committee</p> <p>C. Policy Committee</p> <p>D. Properties Committee</p> <p>E. Strategic Planning Committee</p>	<p>Community Health Committee: Dr. Robert Grossman, Chair Ms. Joanne Edgerton, 2nd Chair</p> <p>Finance Committee: Ms. Joanne Edgerton, Chair Dr. Noel Chun, 2nd Chair</p> <p>Policy Committee: Ms. Marie Corr, Chair Ms. Vanessa Poster, 2nd Chair</p> <p>Properties Committee: Dr. Robert Grossman, Chair Dr. Noel Chun, 2nd Chair</p> <p>Strategic Planning Committee: Ms. Vanessa Poster, Chair Ms. Marie Corr, 2nd Chair</p> <p>Ms. Poster made a motion to ratify the appointments of BCHD Board Members to BCHD Committees.</p>	<p>It was Moved and Seconded (Poster/Edgerton) to ratify the appointments of Board Members to BCHD Committees. Motion Carried Unanimously</p>
<p>Review and Approval of the Minutes of the January 26, 2011 Regular Meeting</p>	<p>The Board reviewed the minutes of the January 26, 2011 Regular Meeting.</p>	<p>After review, it was Moved and Seconded (Poster/Edgerton) to approve the minutes of the January 26, 2011 Regular Meeting. Motion Carried Unanimously</p>
<p>Staff Reports</p> <p>Chief Medical Officer</p>	<p>Dr. Lisa Santora, Chief Medical Officer, expressed her condolences to the family of Mr. Jim Deutsch and introduced Mr. Steve Ehasz, General Manager for the Center for Health and Fitness. Mr. Ehasz presented Mr. Deutsch's family with a sympathy card on behalf of the members and staff of the Center for Health and Fitness.</p> <p>Dr. Santora presented an overview of the Medical Reserve Corps (MRC) and the Redondo Beach Community Emergency Response Team (CERT) volunteer groups that</p>	

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<p>Vitality City Update</p>	<p>serve the community in its preparedness in responding to public health emergencies.</p> <p>Dr. Santora reported that a full evaluation of staffing in the Center for Health and Fitness is going to be performed and for a thirty-day period there will be a vacation for the volunteers in order to do a full assessment of staffing.</p> <p>Dr. Santora presented an update on the Vitality City Blueprint process that will be presented to the Strategic Planning and Community Health Committees for their review and recommendations to the Board of Directors.</p> <p>Dr. Santora invited Mr. Joel Spoonheim, Director of the Vitality City Initiative, to the podium.</p> <p>Mr. Spoonheim presented an overview of the draft of the Vitality City Blueprint that included:</p> <p>Vitality City Goals</p> <ul style="list-style-type: none"> ●Measurably improve well-being ●Change environments so that healthy choices are easy choices ●Create Vitality – a blend of longevity (Blue Zones) and well-being (Healthways) <p>Environmental Change Framework</p> <ul style="list-style-type: none"> ●Purpose ●Habitat ●Social Connection ●Community <p>Concepts discussed at Focus Groups and Emerging 2011 Strategies:</p> <ul style="list-style-type: none"> ●Inner Self ●Habitat ●Social Connection ●Community ●Population Engagement Strategies <p>2012-2013 Innovation Strategies Develop content/relationships in 2011 to launch in 2012 or 2013</p> <ul style="list-style-type: none"> ●Social Physical Activities ●Medical Providers ●Grocery Stores ●Faith-based Organizations ●City Polices 	

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	<p>Mr. Spoonheim read into the record questions that were received from a community member, Mr. Richard Strom, a resident of the City of Manhattan Beach.</p> <p>Q. Is there a plan to apportion BCHD money to be spent according to the various categories such as bike walk diet exercise social interaction?</p> <p>A. Ms. Burden responded: "The monies in the contract are not proportioned by those activity levels, it's more proportioned to the way you would normally write a budget, and in most budgets in Human Resources, most of the money always goes for personnel costs because it's people who run programs, so it will be things like personnel staff, program supplies, so that's how the budget is proportioned. We have as a matter of public record, we can share more about that but it's not according to the activity level that we're participating in, in the community."</p> <p>Q. Is there a plan to do a rough cost benefit estimate for the various monies spent?</p> <p>A. Mr. Spoonheim responded: "We are tracking our results based on a national data set called the Gallup Healthways Well-Being Index and to create change by using the best practices through science. A partnership through Healthways, Inc. and Beach Cities Health District. Dr. Santora, partnering with our team will be vetting the science behind what we are proposing, so it's not us doing analysis, it's others who have done it, and where we can reference studies, that's how we will be approaching that."</p> <p>Q. Regarding the seven city bicycle master plan, don't you think it would be best to give the South Bay Bicycle Coalition free rein with a small amount of administrative assistance from Beach Cities Health District, but not \$250,000 worth? Do you really think it will get you better results by spending that much? Yes, it is County money, but it's still someone's tax money, do you have a breakdown on how this \$250,000 will be spent?</p>	

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	<p>A. Mr. Spoonheim responded: “There is confusion about whose money is being used and how. This is a great example where the money is not for the bicycle plan from Beach Cities Health District and Vitality City; it’s from the County of Los Angeles. It is money actually originally from the Center for Disease Control through a grant from to the County and distributed out to the cities to do this plan. In order for the cities to get that money they had to put together a proposal which will answer the question about how this is supposed to be spent. We actually don’t know, we haven’t asked, we could probably find out, but you can ask, the public can ask because it’s a public grant and so the questions that were asked, our goal is this kind of case is to direct people where they can find the answer when it’s not us. That is how we typically respond. A great example was today, Susan answered this, and sometimes I take them sometimes Lauren Nakano takes them, so we are trying to be as responsive as possible. On the new website there will be a Frequently Asked Questions (FAQ) tab so people can find answers quickly.”</p> <p>Mr. Spoonheim concluded by stating that they kicked off all this work in December but in November they began laying the groundwork. They did over twenty focus groups and received feedback directly through the website and phones calls. Mr. Spoonheim announced that Ms. Veronica Flores, the team leader running the program, will be meeting with the Community Health and Strategic Planning Committees on March 14th and 15th.</p> <p>Ms. Corr invited Mrs. Dale Gramaje to the podium.</p> <p>Mrs. Gramaje directed her comment to Mr. Spoonheim. “You had just mentioned that the seniors and the school age kids long term seniors down the road are going in some way to be working together. Could you be more specific as to what is that you want between the seniors and the young people?”</p> <p>Mr. Spoonheim responded: “One concrete example that we would like to see is not just older adults and children working together but</p>	

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	<p>people of all ages is the walking school bus initiative. We would love to see kids walking to school every day and there are people who have time on their hands of all ages. We want to see young people, middle aged people, older people all involved in many of these events. One of the important things for us is to figure out how to get them there at the same time. That's why we will be working on a youth engagement strategy, e.g., via text, e-mail along with an older adult strategy, e.g., e-mail, telephone, in order to not only get them to work together but to interact together as well."</p> <p>Ms. Corr invited Mr. Richard Strom to the podium.</p> <p>Mr. Strom expressed his opinion regarding getting sugar and carbohydrates out of our diet as being of equal or greater importance than tobacco. Mr. Strom that he is all for making a bike friendly environment and walk friendly environment, but he doesn't see throwing a lot of money at it is going to do the trick.</p>	
<p>Presentation Discussion and Potential Action Item: Approval of Resolution No. 517 Encouraging the Cities of Redondo Beach, Manhattan Beach, Hermosa Beach and the County of Los Angeles to Prohibit Smoking in Outdoor Dining Areas</p>	<p>Dr. Lisa Santora, Chief Medical Officer, presented an overview of the efforts of Hermosa Beach, Manhattan Beach and Redondo Beach in their efforts to create a no smoking ordinance on our beaches.</p> <p>Dr. Santora introduced Hermosa Beach Councilmen Howard Fishman and Jeff Duclos.</p> <p>Councilman Howard Fishman and Councilman Jeff Duclos expressed their appreciation to the Board stated and stated that:</p> <ul style="list-style-type: none"> ● They support a no smoking ordinance for the outside dining areas. ● The outside dining areas are on a city right of way easement and therefore are on city property. ● The Hermosa Beach City Council requested that they have a public town hall meeting with the businesses and then return to City Council afterwards. ● Request Beach Cities Health District's support in holding the town hall meeting and for public education. <p>Ms. Poster stated that if Resolution No. 517 is</p>	

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<p>Chief Executive Officer</p>	<p>passed by the Board of Directors, a copy of Resolution No. 517 be mailed to each of the City Council members in the cities of Hermosa Beach, Manhattan Beach, Redondo Beach and the Los Angeles County Board of Supervisors.</p> <p>Ms. Corr stated that she wanted to clarify that Resolution No. 517 is not to prohibit smoking, it's a public health issue, but we are trying to reduce second hand smoke exposure to people who are not smokers, who are eating in the outdoor dining areas.</p> <p>Ms. Corr asked for any further discussion from the public.</p> <p>Mr. Dale Gramaje stepped forward. Mr. Gramaje stated that although he is intimately familiar with the hazard of smoke, he is concerned that others may think the policy is an infringement on personal freedom. He expressed his support of whatever the Board decides.</p> <p>After review and discussion, Ms. Poster made a motion to approve Resolution No. 517 Encouraging the Cities of Redondo Beach, Manhattan Beach, Hermosa Beach and the County of Los Angeles to Prohibit Smoking in Outdoor Dining Areas.</p> <p>Ms. Burden reported that she represented the District at a meeting at Healthways, Inc. in Nashville, Tennessee. Ms. Burden stated that she gained further insight into the depth of Healthways, Inc. operations and it served to validate the Board's decision to partner with Healthways, Inc. in the Vitality City initiative.</p> <p>Ms. Burden announced that three new websites were launched this month: Beach Cities Health District, Center for Health and Fitness and AdventurePlex. There has been an increase in website visits from the community.</p>	<p>After review, it was Moved and Seconded (Poster/Edgerton) Approval of Resolution No. 517 Encouraging the Cities of Redondo Beach, Manhattan Beach, Hermosa Beach and the County of Los Angeles to Prohibit Smoking in Outdoor Dining Areas. Motion Carried Unanimously</p>

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	<p>Ms. Burden stated more information will be disseminated within the next several weeks regarding the Steppin' Out walking campaign. Ms. Burden enlisted the support of the Board in spreading the word to the community about the campaign.</p> <p>Ms. Burden reported that the following District staff members are participating in Leadership Classes:</p> <ul style="list-style-type: none"> ●Redondo Beach ●Kerianne Lawson – project to raise funds for a new band shell in Veterans Memorial Park ●Donna Murany – Current Class ●Hermosa Beach – Diana Garcia Project to install bicycle stands in the City of Hermosa Beach. <p>Ms. Burden reported that we are partnering with the South Bay Council of Governments (SBCOG), an umbrella organization that tries to bring federal dollars to the local areas. The South Bay Council of Governments recently met with Dan Burden and Joel Spoonheim to determine if there are monies available for improving bikeability and walkability. Jackie Bachrach of SBCOG will be meeting with the City Managers as we try to help them find resources to make these things happen.</p> <p>As per the request of Ms. Corr, Ms. Burden invited Ms. Marilyn Rafkin, Director of Older Adult Services, to the podium to speak about the changes in the support group structure.</p> <p>Ms. Rafkin reported that Older Adult Services is going away from long-term groups to shorter term evidence-based groups that will meet the needs of many more people, e.g., Retirement Planning and Creative Arts. At the beginning of April, a group is starting called Healthier Living: Managing On-Going Health Conditions, also know as Chronic Disease Health Management. It was developed by Stanford University and we are partnering with Partners In Care Foundation to provide it. Ms. Rafkin stated that if anyone was interested in joining this group to call (310) 374-3426, Ext. 155.</p>	
Legal Counsel	Mr. Lundy had no report.	

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Community Health Committee	Dr. Grossman announced that the Community Health Committee is scheduled to meet on Monday, March 14, 2011, in the 3 rd Floor Board Room at 6:30 p.m., Healthways, Inc. will be presenting the Vitality City Blueprint draft for review.	
Finance Committee Treasurer's Report Approve Checks No. 50614 through 50869, Totaling \$618,629.73 for Accounts Payable for the Month of January 2011	Ms. Joanne Edgerton reported that the Finance Committee did not meet. A meeting will be scheduled in the next quarter to review the 2011-2012 Budget and the Investment Portfolio.	It was Moved and Seconded (Poster/Edgerton) to approve Checks No. 50614 through 50869, Totaling \$618,629.73 for Accounts Payable for the Month of January 2011. Motion Carried Unanimously
Policy Committee	Ms. Corr reported that the Policy Committee did not meet.	
Properties Committee	Dr. Noel Chun stated that the Properties Committee did not meet. Dr. Chun reported that a meeting is scheduled in April with UCLA in regard to their interest in being an anchor tenant in the Campus Concept project. Dr. Chun reported that Properties and staff have been looking for tenants to lease the vacant space in the 514 N. Prospect Avenue building.	
Strategic Planning Committee	Ms. Poster announced that the Strategic Planning Committee is scheduled to meet on Tuesday, March 15, 2011 at 6:30 p.m. in the 3 rd Floor Board Room, Healthways, Inc. will be presenting the Vitality City Blueprint draft for review.	
Old Business	There were no reports.	
New Business	Ms. Edgerton asked if the District ever considered offering meditation classes. Ms. Burden responded that the District offers Meditation Classes through the Center for Health and Fitness and Mr. Steve Ehasz would be a resource for anyone who was interested in obtaining information regarding class availability.	
Board Member Reports	Dr. Grossman reported that he attended and/or participated in the following meetings/events: ◆ Manhattan Beach State of the City Breakfast ◆ Association of California Health Care Districts	

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	<p>(ACHD) Board of Directors meeting, where a resolution was passed to purchase a new building to house ACHD and Alpha Fund offices</p> <p>◆To attend ACHD Legislative Day in March 2011</p> <p>Ms. Poster reported that she attended the following events:</p> <p>◆Redondo Beach State of the City Breakfast ◆Manhattan Beach State of the City Breakfast ◆TEDx Manhattan Beach Seminar</p> <p>Ms. Corr reported that she attended the</p> <p>◆Redondo Beach State of the City Breakfast ◆TEDx Manhattan Beach Seminar</p> <p>Dr. Chun reported that he attended the TEDx Manhattan Beach Seminar.</p> <p>Ms. Edgerton reported that she participated in the following:</p> <p>◆Super Bowl 10K ◆Committee formed by the Hermosa Beach City School District to evaluate their financial position to determine if they would be still viable as a school district and to study the different options, e.g., school parcel tax, charter schools or going with the Redondo Beach or Manhattan Beach Unified School Districts.</p>	
Announcements/ Questions and Referrals to Staff	There were no reports.	
Adjournment	Ms. Corr made a motion to adjourn the meeting in memory of Ms. Beth Perkins who served for twelve years as a Peer Counselor in the Older Adult Services department.	There being no further business, Ms. Poster Moved to adjourn the meeting. Meeting adjourned at 8:40 p.m.

The next Regular Meeting of the Beach Cities Health District Board of Directors is scheduled for Wednesday, March 30, 2011 at 6:30 p.m. in the Beach Cities Room of the Beach Cities Health Center, located at 514 N. Prospect Avenue, Redondo Beach, California