

**BAY AREA HOSPITAL DISTRICT BOARD
WORK SESSION MINUTES**

January 10, 2024

Bay Area Hospital Spruce Fir Conference Room @ 11:30 to 12:30 pm

CALL TO ORDER

Mr. Troy Cribbins, Board Chairperson, called the Bay Area Hospital (BAH) District Board Work Session to order at 11:35 am.

BOARD ATTENDANCE

Chairperson Troy Cribbins; Dr. Tom McAndrew; Patrice Parrott; Carma Erickson-Hurt

ABSENT

Barb Taylor (*excused*)

STAFF ATTENDANCE

Brian Moore, CEO; Jennifer Collins, CNO; Kelli Dion, CQO; Dr. Lee Saltzgaber, CMO; Mary Lou Tate, CFO; Calvin Thomas, interim COO; Kim Winker, Marketing Director; Larry Tramutola, Consultant; Denise Bowers, EA

LEGAL COUNSEL

Megan Kronsteiner, Esq. was not present.

PUBLIC ATTENDANCE

None

Chairperson Cribbins turned over the agenda time to Mr. Brian Moore.

Mr. Brian Moore introduced Mr. Larry Tramutola, Tramutola Political Strategists, who has been conducting interviews with our board, community partners and other key stakeholders to investigate the feasibility of a potential tax bond on the November Coos County ballot.

Mr. Tramutola provided his background and experience, working with tax elections over the past 30-40 years, and his lengthy experience with hospital districts and communications with people on these matters.

The basics are: the voters must understand what's being asked, the tax must be affordable, and we all must work together.

We will need to know:

1. The Plan; what are we doing with the money? Will it be used for facility/infrastructure or operations? Which of these are the most pressing and which has the best chance of passing? Our job will be to present the clearest, best plan worthy of the constituents money.
2. Know Your Demographic; we have approximately 7,000 people voting who will always vote; then some voters who will vote in the November ballot. We should focus on these voters.
3. Have Adequate Resources to Educate/Communicate. These resources are a. Time; b. Money and c. People.

Mr. Tramutola recapped what he had learned in the recent interview process.

1. Our challenges are this area's fierce independence; and an economy that has not always been optimal;
2. Bay Area Hospital is a significant force in the community; and it will be very hard for most people to believe that the hospital would ever have to close;
3. The perception that Bay Area Hospital has a lot of money. The case that we need more money will be challenging;
4. Personnel needs – recruiting to this area is a challenge;
5. There is a love for this hospital; a sense that this is an important institution;
6. Past decisions by this hospital, while smart at the time, have not aged well. We are the only hospital district in this region that has no tax income, which has contributed to the extreme independence of this community;
7. Bay Area Hospital has not done a good job educating the community on the hospital's needs;
8. Recent union challenges (i.e. board recall effort).

Next steps will be to answer the questions:

Should we pursue this tax poll and should we use the money for capital or infrastructure? The answers to these questions will help give us the answers to whether we should proceed with the tax poll or not.

As that work is being done, we also need to communicate to the public about what is being considered and why. This communication should be led by a nurse; nurses are highly respected in the community. There was a pause for a question and answer session.

Choose a polling firm.

Create a targeting list of our challenges.

Determine our ask; the executive team will bring info on this to the next board meeting.

Work on communication efforts; make a sub-committee which includes Mr. Tramutola; Mr. Tramutola will develop communications for the unions.

There was a robust question and answer session earlier in the meeting, so the meeting ended on this list of work to be done between now and the next board meeting.

ADJOURNMENT

There being no further business the District Board Education Session meeting was adjourned at 12:30 pm.

////



 Troy Cribbins, Board Chairperson



 Patrice Parrott, Secretary

Date: 2/13/24

Date: 2/13/24