

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

**October 11, 2023**

*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 11:31 am.

**BOARD ATTENDANCE**

Chairperson Troy Cribbins; Dr. Tom McAndrew; Barbara Taylor; Patrice Parrott

**ABSENT** (*excused*)

Carma Erickson-Hurt

**STAFF ATTENDANCE**

Brian Moore, CEO; Jennifer Collins, CNO; Clay England, CHRO; Lee Saltzgaber, MD, CMO; Mary Lou Tate, CFO; Patrick Varga, CIO; Kim Winker, Marketing & Communications Director; Denise Bowers, EA

**LEGAL COUNSEL**

Megan Kronsteiner, Esq. was not present.

**PUBLIC ATTENDANCE**

None

**BRANDING WORK DISCUSSION**

Mr. Moore invited the board to review the work being done on our website; to inform and receive feedback from the board.

The agendas for board and committees have been added to the website, and a live demonstration was performed for the board.

Mr. Moore provided a historical update on our branding work that was placed on hold when COVID began. Now that we are recruiting on a national stage, it has come to our attention many people who are looking for a San Francisco area hospital are directed to us when they search the name Bay Area Hospital. The current website also has many other deficiencies. There was a robust and detailed discussion, with many questions asked and answered of Ms. Kim Winker, our Marketing and Communications Director. Our Board Chair, Mr. Cribbins, asked for the budget numbers; we have \$500,000 budget for the current year to pursue rebranding and creating a new website. The website could be upgraded for about \$150,000.

There was additional discussion on overall rebranding, with the board sharing thoughts and making recommendations to management. In general, the board was receptive to treating the website upgrade as a priority and offered their support and recommendation to ensure future flexibility to support our rebranding.

**DISCUSSION OF APPOINTING A BOARD MEMBER**

**MOVE TO EXECUTIVE SESSION**

The board moved into Executive Session to discuss candidates at 12:33 pm.

*Executive Session ORS 192.660(2)*

- (c) consider matters pertaining to the function of the medical staff at a public hospital
- (f) consider information or records that are exempt by law from public inspection

**RETURN TO REGULAR SESSION**

The board returned to Regular Session at 12:54 pm.

There was no final decision made on the appointment of a board member into the vacant seat.

**ADJOURNMENT**

There being no further business and the meeting having run 24 minutes over scheduled time, the District Board Education Session meeting was adjourned at 12:54 pm.

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Troy Cribbins, Board Chairperson

Date: 11/14/23

  
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Patrice Parrott, Secretary

Date: 11/14/2023