

**BAY AREA HOSPITAL DISTRICT BOARD
WORK SESSION MINUTES
May 15, 2024**

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

CALL TO ORDER

The Bay Area Hospital (BAH) District Board Work Session was called to order at 11:28 am.

BOARD ATTENDANCE

Chairperson Troy Cribbins; Dr. Tom McAndrew (*via Teams*); Barbara Taylor; Patrice Parrott; Carma Erickson-Hurt

ABSENT

None

STAFF ATTENDANCE

Brian Moore, CEO; Kelli Dion, CQO (*via Teams*); Dr. Lee Saltzgeber, CMO; Calvin Thomas, interim COO; Kim Winker, Marketing & Communications Director; Denise Bowers, EA

LEGAL COUNSEL

Megan Kronsteiner, Esq. was not present

GUEST PRESENTERS

Larry Tramutola; Hannah Borenstein

PUBLIC ATTENDANCE

There was one in attendance via Teams.

Chairperson Troy Cribbins ceded the floor to Mr. Brian Moore, CEO, who introduced Mr. Larry Tramutola of Tramutola Group, and Ms. Hannah Borenstein, our tax polling consultant from DHM Research. Ms. Borenstein reported the results of a survey conducted to assess voter support for a hospital funding measure for the Bay Area Hospital District.

The survey was conducted between April 17th and 24th and had 300 voters in the Bay Area Hospital district and tested three different price options for a tax levy. Ms. Borenstein conducted research to assess voter support for a hospital funding measure for Bay Area Hospital District to understand preferences for various funding scenarios and presented the demographic analysis of the community, including age, gender, race, ethnicity, income levels, education levels, and whether people have children in the district.

The survey results show the community mood and preferences for healthcare services: The survey revealed that homelessness and public safety are the most important problems, that nurses and emergency care are the most trusted, and that mental health care is the most dissatisfied.

The survey also showed the reasons to support and oppose the funding measure: that hiring more mental health professionals in rural areas was the most popular reason to support the measure, while the \$100 per year option had the highest support among the price options, with 54% of respondents leaning towards or certain of voting to fund the hospital.

Mr. Tramutola discussed the implications of the poll results and the strategies for messaging: Mr. Tramutola advised the board to communicate carefully and not overpromise, to utilize nurses and others to communicate with the public, and to find the sweet spot between healthcare priorities and public priorities.

All were thanked for attending the meeting and it was announced that there would be another work session tomorrow. The purpose of the session would be to discuss the information presented today.

Follow-up tasks:

- Demographic information: Provide information on homeowners vs. renters among survey respondents (Ms. Hannah Borenstein)
- Compression issues: Find out if the hospital district is running into compression issues with the tax levy and how that would affect the funding amount (Ms. Mary Lou Tate)
- Messaging: Develop messaging for different demographics and priorities based on the survey results and the hospital's needs (Mr. Larry Tramutola and Mr. Brian Moore)

ADJOURNMENT

The District Board Work Session meeting was adjourned at 12:30 pm.



Troy Cribbins, Board Chairperson
Date: 6/11/21



Patrice Parrott, Secretary