



AGENDA ITEM	DISCUSSION	ACTION OR FOLLOW-UP
<p><b>Review and Approval of the Minutes of the June 29, 2011 Regular Meeting</b></p>	<p>The Board reviewed the minutes of the June 29, 2011 Regular Meeting.</p>	<p>After review, it was <b>Moved and Seconded</b> (Grossman/Chun) the minutes of the June 29, 2011 Regular Meeting. <b>Motion Carried Unanimously</b></p>
<p><b>Program and Staff Reports</b></p> <p><b>Chief Medical Officer</b></p> <p><b>Chief Executive Officer</b></p>	<p>Ms. Corr invited Dr. Lisa Santora, Chief Medical Officer, to the podium.</p> <p>Dr. Santora presented an overview of the progress of the Vitality City initiative that included: the Walking School Bus program and Dr. Brian Wansink's restaurant workshops.</p> <p>Ms. Susan Burden, Chief Executive Officer, reported that she participated in the Walking School Bus meeting and found it gratifying that different parts of the community are working on health that have never worked on it before.</p> <p>Ms. Burden announced that Ryan Lyse, Graphics and Advertising Coordinator, received the District's Core Values Award for "Excellence" and commended him for his creativity and work ethic.</p> <p>Ms. Burden presented a brief overview of the new financial policies that are on the Agenda for review and approval.</p> <p>Ms. Burden reported that Mr. Lou Wright's wife, Janice, passed away and our love and support goes out to Lou and his family.</p> <p>Ms. Burden announced that the District made budget this last year and expressed her appreciation to the Board members who serve on the Finance Committee, Mr. Steve Groom, Chief Financial Officer, the directors and managers who, on a daily basis, strive to control expenses.</p> <p>Ms. Burden expressed her appreciation to Ms. Cindy Foster, General Manager, of AdventurePlex, for making budget and commended Ms. Foster for her efforts in improving the performance at AdventurePlex ever since she assumed the management of the facility.</p>	

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	<p>Ms. Burden referred the Board to the statistical section of the CEO report regarding the 117 Total Class Attendees reported by AdventurePlex. Ms. Burden stated that the 117 Total Class Attendees represents the number of students who have purchased units of classes for the month.</p> <p>Ms. Burden invited Ms. Cindy Foster, General Manager of AdventurePlex, to the podium to give more clarity to the discussion.</p> <p>Ms. Foster stated that when someone purchases a series of classes it is counted as one, even though that class might be six weeks or 10 weeks in length or a single drop-in, and when a student signs up for multiple classes, it is counted as two.</p> <p>After review and discussion, Ms. Burden stated that in future reports the number will be entered with an asterisk to denote what the number actually represents.</p> <p>Ms. Corr commended the department heads and management team for their efforts in making budget without compromising service levels to the community.</p>	
<b>Legal Counsel</b>	Mr. Lundy had no report.	
<b>Community Health Committee</b>	Dr. Robert Grossman reported that the Community Health Committee did not meet and candidates are being interviewed to fill a vacancy on the committee.	
<b>Finance Committee Treasurer's Report</b>  <b>Approve Checks No. 51847 through 52111, totaling \$447,411.07 for Accounts Payable for the Month of June 2011</b>	Ms. Edgerton reported that the Finance Committee did not meet, and one is being scheduled for September 2011.	It was <b>Moved</b> and <b>Seconded</b> (Poster/Corr) to Approve Checks No. 51847 through 52111, totaling \$447,411.07 for Accounts Payable for the Month of June 2011 <b>Motion Carried Unanimously</b>
<b>Policy Committee</b>  <b>Action Item: Approve Financial</b>	Ms. Corr reported that the Policy Committee met on July 13, 2011 and the following policies are on the Agenda for approval:	

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<p><b>Policies</b></p> <p><b>a. New Policy Number 6120: Budget Preparation</b></p> <p><b>b. New Policy Number 6200: Fraud Prevention</b></p> <p><b>c. New Policy Number 6210: Accounting For Fixed Assets</b></p>	<p>a. New Policy Number 6120: Budget Preparation</p> <p>b. New Policy Number 6200: Fraud Prevention</p> <p>c. New Policy Numbers 6210: Accounting For Fixed Assets</p> <p>Ms. Corr invited Mr. Steve Groom, Chief Financial Officer, to the podium.</p> <p>Mr. Groom presented an overview of the purpose behind the development of new policies: 6210-Budget Preparation, 6200-Fraud Prevention, and 6210 Accounting for Fixed Assets.</p> <p>After review and discussion, Ms. Corr made a motion to approve the following policies:</p> <p>a. New Policy Number 6120: Budget Preparation</p> <p>b. New Policy Number 6200: Fraud Prevention Amend title to read <b>Fraud</b></p> <p>c. New Policy Number 6210: Accounting for Fixed Assets</p>	<p>After review, it was <b>Moved and Seconded</b> (Corr/Poster) to approve the following policies:</p> <p>a. New Policy Number 6120: Budget Preparation</p> <p>b. New Policy Number 6200: Fraud As amended</p> <p>c. New Policy Number 6210: Accounting For Fixed Assets</p> <p><b>Motion Carried Unanimously</b></p>
<p><b>Properties Committee</b></p>	<p>Dr. Chun reported that the Ad Hoc Properties Committee did not meet.</p> <p>Dr. Grossman presented a progress report on the following projects at the 514 N. Prospect Avenue property:</p> <ul style="list-style-type: none"> <li>◆ Silverado Senior Living is in the final stages of construction on the First Floor and should be completed by November 2011.</li> <li>◆ Beach Cities Child Development center on the Lower Level has been under demolition and construction is about to begin.</li> <li>◆ The lease of the former Providence Little Company of Mary radiology suite on the First Floor is near the final stages of</li> </ul>	

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	negotiations.	
<b>Strategic Planning Committee</b>	Ms. Poster reported that a meeting of the Strategic Planning Committee is being planned for the Fall.	
<b>Old Business</b>  <b>Presentation and Discussion Item: Communication Strategies</b>	<p>Ms. Corr invited Mr. Michael Shaw, Director of Communications, to the podium.</p> <p>Mr. Shaw presented an overview of the best ways to communicate the vision of the Beach Cities Health District in creating a healthy beach community. His presentation included how communications has evolved from the 1960's up to the 2,000's and the various communication channels and costs that would enable BCHD to reach the various segments of the population in the community. Mr. Shaw summarized his presentation as follows:</p> <ul style="list-style-type: none"> <li>◆ No marketing reaches everyone</li> <li>◆ Communication has evolved</li> <li>◆ BCHD's strategy is evolving as well</li> <li>◆ Opportunity to reach 65,000 homes and 10,000 online <ul style="list-style-type: none"> <li>\$20,000 Annual Report</li> <li>\$15,000 Online Promotions</li> </ul> </li> </ul> <p style="text-align: center;">Annual Cost: \$35,000</p> <p>See attached Exhibit A for the discussion between Beach Cities Health District's Board of Directors and staff regarding Mr. Shaw's report on Communication Strategies. A formal recommendation will be brought to the Board for action at the September meeting.</p>	
<b>New Business</b>	There were no reports.	
<b>Board Member Reports</b>	<p>Dr. Chun reported that he attended the South Bay Bicycle Coalition   Vitality City Community Walkability/Bikeability meeting.</p> <p>Ms. Poster reported that she attended the following events/meeting:</p> <ul style="list-style-type: none"> <li>◆ Celebrate Wellness Event benefiting the Cancer Support Community</li> <li>◆ South Bay Bicycle Coalition   Vitality City Community Walkability/Bikeability meeting</li> <li>◆ Walked with her Moai Group</li> </ul> <p>Dr. Grossman reported that he attended the South Bay Bicycle Coalition   Vitality City Community Walkability/Bikeability meeting.</p>	

AGENDA ITEM	DISCUSSION	ACTION OR FOLLOW-UP
	<p>Ms. Corr reported that she attended the South Bay Bicycle Coalition   Vitality City Community Walkability/Bikeability meeting.</p> <p>Ms. Edgerton had no report.</p>	
<b>Announcements/ Questions and Referrals to Staff</b>	There were no reports.	
<b>Adjournment Action Item:</b>  <b>Motion to Adjourn in memory of Janice Lynn Wright and Janet Lee Sousa</b>	<p>Ms. Corr moved to adjourn the meeting in memory of Janice Lynn Wright, loving wife of Lou Wright, a Beach Cities Health District staff member, and Janet Lee Sousa, a dedicated volunteer who gave 900 hours of service to the District.</p>	<p>There being no further business, Ms. Corr <b>Moved</b> to adjourn the meeting. Meeting adjourned at 8:20 p.m.</p>

The next Regular Meeting of the Beach Cities Health District Board of Directors is scheduled for Wednesday, September 21, 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

## **EXHIBIT A**

### DISCUSSION REGARDING COMMUNICATION STRATEGIES BOARD OF DIRECTORS REGULAR MEETING JULY 27, 2011

#### **Participants:**

Beach Cities Health District Board of Directors:  
Dr. Noel Chun, Marie Corr, Joanne Edgerton, Dr. Robert Grossman, Vanessa Poster

Staff: Susan Burden, Chief Executive Officer  
Michael Shaw, Director of Communications

#### **Ms. Edgerton**

So your recommendations to us would be to do online ads on Facebook and what's the other?

#### **Mr. Shaw**

Facebook and Google ads.

#### **Ms. Burden**

And an annual report.

#### **Mr. Shaw**

Instead of doing four LiveWell publications a year, we could do a single LiveWell publication and do online ads as well.

#### **Ms. Poster**

You said we are already doing online ads?

#### **Mr. Shaw**

We do online ads for our revenue generating facilities like AdventurePlex and the Center for Health and Fitness.

#### **Ms. Poster**

But you would do more?

#### **Mr. Shaw**

This would be an entirely separate budget just for communicating preventative health in our community and communicating what Beach Cities Health District does in our community.

#### **Ms. Poster**

Public awareness of who we are?

#### **Mr. Shaw**

Yes, exactly. Whereas with AdventurePlex ads my intent is to get a parent to book a birthday party at AdventurePlex. We want people to visit our website and our Facebook page. We have a great website right now with a lot of information on it, but the traffic won't drive itself there. We have to kind of get the information that is on that site and little

snippets about that out there to sort of lure our community to our Facebook page and website and see other programs and services we offer.

**Ms. Edgerton**

I'm not a Facebook person, for instance what people would see our ads? Only people in Beach Cities? I don't know how this works.

**Ms. Poster**

You can target them very quickly.

**Ms. Edgerton**

So Facebook knows where people live, so only those people get certain ads?

**Mr. Shaw**

Facebook and Google have some different strategies. Everybody who is on Facebook has a profile associated with them so we can actually target by geographic location, but we can also go down into age, so we can have certain ads target our senior population, we can target parents, women, men, single, and married people. You can do quite a bit with Facebook whereas with Google ads you do not yet have that profile of information but you can still target by geographic location, so all of our ads would be in Hermosa Beach, Redondo Beach and Manhattan Beach.

**Ms. Edgerton**

When I go on Google, Google knows that I am in Hermosa Beach?

**Mr. Shaw**

Right.

**Ms. Poster**

Unless you have done something creative with your computer to make it seem like you're somewhere else.

**Mr. Shaw**

Really, the intent here is because we can't reach everybody, we can reach a large enough audience to kind of create that tipping point where you might not be on Facebook but your neighbor, your son or your wife or husband, somebody is on Facebook, who knows about this and a lot of the communications still happens, grassroots, and by reaching one person, we're going to reach somebody else.

**Ms. Edgerton**

How did you price it? How did you come up with \$15,000.00?

**Mr. Shaw**

The \$15,000.00 is really just a starting point.

**Ms. Edgerton**

Just to create the ads?

**Mr. Shaw**

To create the ads and deliver the ads. With online ads you can go as big as you want. You can invest \$5,000.00 or you can invest \$50,000.00 throughout the year. The \$15,000.00 was really just kind of an entry point for Beach Cities Health District.

**Ms. Edgerton**

What would that give us in terms of an ad?

**Ms. Poster**

Have your kids take you on to Facebook and show you where the ads are. They are on the side and you are paying for penetration.

**Mr. Shaw**

There are several different kinds of ads that we can do and we will probably be looking at doing an array of them. There are several ads that may be informative that might say, "What organization has helped 287 kids go from overweight and obese to healthy levels: Beach Cities Health District". Another ad could be specifically to drive people to our Facebook page. We could create another ad that shows that you, you and you are all fans of Beach Cities Health District, and because you're a friend of theirs, you are going to see that ad pop, it entices you to become a fan because your friends are fans. There's a few different kinds of ads, it does change a little bit but the \$15,000.00 is really just kind of getting in the game and if it is successful, it's something we can even modify next year.

**Dr. Chun**

It would seem like the important thing to do would be to initiate the process and then track your results. I don't think it matters whether we spend \$100,000.00 on marketing and advertising as long as it brings in \$1,000,000.00 worth of business, as long as you're getting more money out of it than you are putting into it by a margin.

**Ms. Corr**

Is that measurable?

**Dr. Chun**

I should think so.

**Ms. Burden**

This money is not about our revenue generating centers, it's about the District's identity.

**Dr. Grossman**

Didn't this dollar amount come from the budget that we gave you at the last meeting? Didn't we say keep it around \$60,000.00 based on what LiveWell was costing us?

**Ms. Burden**

It wasn't approved. The Board action was to come back with ideas. I think Dr. Chun, (if I'm fairly close to saying) you stated that if you had that kind of money, how would you spend it, and taking all the discussion from last month and Mike's expertise, this is his presentation to the Board.

**Dr. Grossman**

I thought we had a dollar amount.

**Ms. Poster**

Did you look into or think or talk about the idea that Dr. Chun had about having people walking door-to-door and talking to people in that way about our services?

**Mr. Shaw**

Dr. Chun proposed the idea of perhaps bringing in a part-time person or an independent contractor to do the door-to-door. I don't have the accurate information at this time about that.

**Ms. Poster**

Because I like that idea.

**Ms. Edgerton**

They would walk a lot of steps.

**Ms. Poster**

It's a good way to meet people and there are public health campaigns that walk door-to-door.

**Dr. Chun**

I think you have to be strong in the faith to do that job well, so perhaps that might be a job that would devolve better on volunteers, somebody who is strong in the faith, as far as our mission is concerned.

**Ms. Poster**

A volunteer event, one day a year, where we walk the precincts and talk to people.

**Mr. Shaw**

That is a very good idea. There are some other man-powered dependent channels that we can look at and volunteers that have been with the District a long time are great resources. What we focused on were the kinds of communications channels that we are going to have to invest real dollars in, and paying somebody to do that is an option, but it wasn't one that we had very good information on as yet.

**Ms. Corr**

I know it's not a revenue situation here, that's not the main purpose. If we were going to do the door-to-door, I mean to give out coupons to AdventurePlex. On that vein thoughts about Groupon. Again, this is more revenue, but it is somewhat revenue marketing.

**Ms. Burden**

We have actually been doing that. Mr. Shaw please explain Living Social. We came back with identity information; we didn't do the promotion pieces, but just to give you a sample of what Mr. Shaw has been doing with that process.

**Mr. Shaw**

In 2008, Groupon created a new daily deal model. The model is that you offer at least 50% off your services, i.e., drop-in admission at AdventurePlex is normally \$10.00. Groupon has a huge list of people who are interested in buying their service. They will e-mail out to their entire list that you can get this at least 50% off, so we offer our drop-in admission to \$5.00 and Groupon receives 25% and we keep 25%. So while you're getting less revenue, it's really a marketing expense. If you are just reaching your core group of people who are already fans of yours who already frequent your place, it would probably be a dud, but what Groupon does is expand your reach exponentially. We recently did a deal with Living Social, which is Groupon's biggest competitor. We did a drop-in admission deal and with Living Social and we sold nearly 500 admissions to AdventurePlex from places as far as South of Irvine, Riverside and Ventura.

We did a second deal with a group called Fun District that is a daily deal site targeted directly to parents and they use mommy bloggers to get the word out. Because AdventurePlex did so well with Living Social we were able to negotiate a deal with them where we kept 100% of the revenue. We still offered 50% off our Parent Night Out class so we got to keep 100% of that revenue, because AdventurePlex is such a draw, that they saw it as a marketing opportunity for them. We really looked at what we have that's really great, but a lot of people don't know about it, so to do a formal traditional ad for something like Parent Night Out, wouldn't be cost effective, but to do this deal with Fun District was a huge hit for us. We sold 292 Parent Night Out deals. We actually had to implement a cap on admissions for Parent Night Out. So that's something else we are considering in terms of communicating the vision of a healthy beach community those wouldn't really be applicable, they are more for revenue generating.

**Ms. Corr**

So it wouldn't fall under the marketing budget?

**Mr. Shaw**

It is in our marketing budget.

**Ms. Corr**

That could be part of the \$35,000.00 that you're talking about.

**Ms. Poster**

It's in the AdventurePlex budget for marketing.

**Mr. Shaw**

In the budget that's already been approved, we have AdventurePlex and the Center for Health and Fitness marketing expenses. The \$35,000.00 is specifically for communicating to our residents about Beach Cities Health District and its programs and services.

**Ms. Corr**

That's an interesting point. I think if the marketing for AdventurePlex and the Center for Health and Fitness, I mean in essence we are touching the homes as one of the goals is to reach every household, so we are still reaching households even though some of them are in Irvine, so that's helping me understand what avenues we are doing to touch each household.

**Ms. Corr**

Have we done something similar with the Center for Health and Fitness in terms of these types of coupons and reach-outs?

**Mr. Shaw**

We've done one with the Daily Breeze, we helped them kick off their Daily Deal program and daily deals are becoming a dime a dozen. The Center for Health and Fitness is a little bit different because.....

**Dr. Chun**

I think that the problem is that the finances for the Center for Health and Fitness is, we don't make money on it, so the more we sell, the more money we lose.

**Ms. Corr**

What about our classes?

**Ms. Poster**

Or for private training?

**Ms. Burden**

The demographics, they aren't Daily Deal crowds yet, they're moving there.

**Mr. Shaw**

The big difference between the Center for Health and Fitness and AdventurePlex is that the Center for Health and Fitness is largely geographic based. People don't travel to a fitness center if they are more than a couple of miles away, whether it's for a great class or a great trainer. So you can offer that but for a deal site they're a little more hesitant to do those especially when you have one location, because they're not going to sell as many deals, whereas with AdventurePlex people will travel to AdventurePlex repeatedly as a destination, it's not a place you're going to go every day like a fitness center.

**Ms. Poster**

Do we need to allocate this money or does this need to come back to us as an agenda item for a budget?

**Ms. Burden**

I was going to suggest to the Board President that staff would take direction, as to what you would like us to do.

**Ms. Poster**

I really like the idea of having something tangible that hits every household. I know we're Googling, Facebook, and websites, but it's such a small portion of our population that is actually accessing us through those avenues. The percentages are so small, it's not enough for me and I know we cannot reach everybody but at least if we have something that is tangible and solid that they might keep and has useful information, maybe with a magnet on the back, so they can put it on the fridge, with emergency numbers. Whatever it is you come up with to make it clever and serve all those goals, which I agree with all of those goals, but have it be something that people are going to want to keep, not a complicated book.

**Mr. Shaw**

We do understand that reaching people on Facebook or Google doesn't necessarily serve a certain population, but it does make the people that we do reach more knowledgeable and help reach that population and it supplements our public relations efforts and all the other work that we are doing in the community as well.

**Ms. Corr**

Are we in agreement or we're in support of Mr. Shaw's recommendations?

**Ms. Poster**

Come back to us and then we'll allocate the money because we can't do that now because you didn't put it on the Agenda.

**Ms. Corr**

Are we still within the \$35,000.00 budget?

**Dr. Chun**

Actually I think this is an extra budget item, isn't it?

**Ms. Corr**

The recommendation to staff would be to, within the \$35,000.00 number that you provided to us, come back with more specifics of how that money would be allocated amongst the different venues that we just discussed.

**Ms. Poster and Dr. Chun**

We don't need any more detail, we just need it as an action item that we can actually vote on it.

**Ms. Edgerton**

But \$15,000.00 was the minimum. Is that enough?

**Mr. Shaw**

Yes \$15,000.00 is our recommended amount to get into the game. I think it's a great start that puts us at about \$1,200.00 per month. With the online ads you can pay as little as 50 cents to have somebody click on your ad or as much as a couple of dollars. Generally, I think the average that we see is about \$1.30 that we pay per click and with Beach Cities Health District in that broader audience I think we will actually pay a little bit less. That's why I put that number of 10,000 clicks to the website but we could see quite a few more.

**Ms. Edgerton**

\$35,000.00 versus what we were talking about last time, which was \$75,000.00.

**Mr. Shaw**

I was cognizant of that as well. You challenged me to go up to as much as \$75,000.00, but I think we can do as much with less.

**Ms. Corr**

Referral to staff as an Action Item for the Board of Directors meeting on September 21, 2011.