



San Bernardino Mountains Community Hospital
District
SPECIAL DISTRICT BOARD OF DIRECTORS
MEETING - SBMCHD Board Strategic Planning
Retreat
January 17, 2025
8:00 am-5:00 pm Pacific Time

UCLA Lake Arrowhead Lodge
Library Room
850 Willow Creek Road
Lake Arrowhead, CA 92352

Board Members:

Gerald Hinkley, President
Cheryl Robinson, Vice President
Barrick Smart, Treasurer
Barry Hoy, Secretary
Jeri Simpson, Director

Staff Members:

Mark Turner, Chief Executive Officer
Terry Peña, Chief Operating Officer/Chief Nursing Officer
Yvonne Waggener, Chief Financial Officer
Kimberly McGuire, Chief Philanthropy Officer

Medical Executive Committee Members:

Bijan Motamedi, MD, Chief of Staff
Lawrence Walker, MD, Vice Chief of Staff
Walter Maier, MD, Treasurer

SBMCHD Foundation:

Peter Venturini, Foundation President

- I. OPEN SESSION
(8:15 a.m. Gerry Hinkley)
- II. CALL TO ORDER
(8:15 a.m. Gerry Hinkley)
 - A. Welcome and Introductions
(8:15 a.m. to 8:30 a.m. Mark Turner)
- III. PUBLIC COMMENTS: Government Code Section 54954.3 Sections A & B
The public has the right to address the legislative body on any item of interest to the public. A time restraint may be implemented at the discretion of the Board President.

IV. ADJOURN TO CLOSED SESSION (Closed session pursuant to California Health and Safety Code § 32106 and Civil Code § 3426.1)

CLOSED SESSION AGENDA ITEMS:

A. Presentations and Information to Help with Strategic Planning

1. Hallett Philanthropy Presentation
(8:30 a.m. to 9:30 a.m.)
2. CC Media Presentation
(9:30 a.m. to 10:30 a.m.)
 - i. Market Campaign Objectives
 - ii. Marketing Strategy
 - iii. The Essential Budget Increase

B. Strategic Planning

1. Market and Operations
(11:00 a.m. to Noon)
 - i. Review data and analysis from previous WIPFLI work
2. Strategic Priority Development
(12:30 p.m. to 4:30 p.m.)
 - i. SWOT
 - I. Situational Assessment
 - ii. Developing Strategic Priorities
 - I. Review of Current Strategic Priorities
 - II. Develop Strategic Priorities for Next Three Years

C. Summary of Day
(4:30 p.m. to 5:00 p.m.)

V. RETURN TO OPEN SESSION

- A. Closed Session Report
(Gerry Hinkley)
- B. Public Report of Decisions
(Gerry Hinkley)

VI. NEXT BOARD ATTENDED MEETING

Regular Board of Directors Meeting

Thursday, January 30, 2025, 1:00 p.m.

(Days and times are subject to change, please refer to published agenda for exact times.)

VII. FINAL ADJOURNMENT