



To: MCHCD Board of Directors

From: Katharine Wylie, MS Ed.

Date: 4/24/2025

Subject: Agency Administrator's Report

### **MAY 2025 MEETINGS**

May 5, 2025 - 1:00 pm	Measure C Oversight Committee Special Mtg
May 12, 2025 - 1:00 pm	Planning Committee Regular Mtg
May 22, 2025 - 5:00 pm	Regular MCHCD Board Mtg
May 27, 2025 - 1:00 pm	Planning Committee Special Mtg (tentative)

### **Seismic Retrofit Update**

Both the Planning committee and the Finance committee are tasked with analyzing the pros and cons of seismic retrofit vs. the possibility of a new hospital build. The committees will be disseminating information to both the public and the Board in the coming months. I am in the planning stages of a Board Workshop to discuss this issue likely sometime in early Summer, and will be coming to the board with more information on this, at the May meeting.

In a parallel track working with Props and Measures, we have been developing a timeline of activity in anticipation of the possibility of a bond measure for the November 2026 California ballot. A copy is attached to this report.

### **Finance Committee**

The Finance committee will meet next week to familiarize themselves with the current budget. Among other tasks, the Finance committee is charged with developing a budget recommendation to the board for the upcoming fiscal year. They will also be studying the open contracts currently held by the board, financial ramifications of the seismic retrofit project and development of an RFP process and policy recommendation to the board, for upcoming seismic work.



MCHCD provides a hospital and fosters leadership, advocacy and collaboration for our community health and well-being.

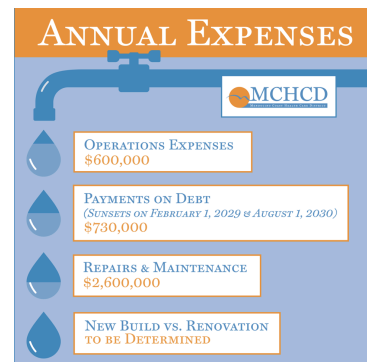
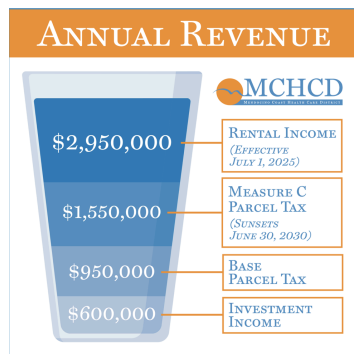
### Community Outreach & Engagement

I attended the *Coastal Connections – Community Health & Wellness Collaborative* on April 1, 2025, at Mendocino Coast Clinic. This supports the ad hoc work inspired by Director Finley, to increase community engagement by bringing local organizations together to better understand what they do, what they need, and where there are gaps in services, funding, or staff– in areas of food availability, transportation, and health.

The group discussed important topics like preventing illness, supporting the local economy, helping workers get more training, giving young people more support, and making sure seniors don't feel alone. We also looked at what's already working in the community and shared ideas on how to do more. They suggested starting a shared volunteer network, similar to one called "Hands on Bay Area". One member has created a list of local health providers to make it easier for people to find help. Each person at the meeting agreed to invite someone new to the next meeting to help the group grow. Dr. William Miller produced a draft mission statement (attached to this report) and a draft Charter to help guide our work. A possible tagline for the group was shared: "A group for community health and wellness across all ages and cultures."

### Mendocino Coast Healthcare Foundation Purchase Defibrillators

The Foundation has just funded the purchase of defibrillators for use in each of the patrol cars for Fort Bragg Police Department. MCHFoundation provides critical and timely support through grants and volunteerism that directly aid the mission and needs of our clinics, hospital, volunteer fire departments, and health and wellness agencies. We also provide direct support to nursing students, impoverished cancer care patients, and community health and wellness education initiatives. You can support this work by donating or by attending the 40th Anniversary of the Annual fundraiser event, **WineSong!** Tickets are here: <https://www.mchfoundation.org/winesong-2025/>





**To:** Mendocino Coast Health Care District  
**From:** Michael Terris & Robin Gerrity, Props & Measures (P&M)  
**Date:** April 21, 2025  
**Re:** Proposed Timeline for Potential 2026 Bond Measure

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As the MCHCD Board evaluates the options for meeting the state-mandated seismic retrofit law in all MCHCD hospital facilities, below is a timeline outlining the steps to potentially place a bond measure on either the June 2026 or November 2026 ballot.

**Deadlines:**

- March 6, 2026 (88 Days before Election Day): Deadline to deliver a final adopted resolution to the Mendocino County Registrar of Voters
- August 7, 2026 (88 Days before Election Day): Deadline to deliver a final adopted resolution to the Mendocino County Registrar of Voters

**May 2025**

- MCHCD continues to expand its outreach to the community via engagement in community meetings and MCHCD meetings
- Props & Measures creates and sends an informational mailer updating the community on potential options to address facility needs and seismic retrofit requirements
- MCHCD Board creates a MCHCD Bond Subcommittee

**June 2025**

- Initial meeting with Bond Team partners: Eastshore Consulting, EMC Research, and P&M to revisit a potential bond measure and timeline for a 2026 election
- MCHCD continues outreach via meetings and social media

**July 2025**

- **July 24, 2025 Board Meeting:** Approve the proposal from EMC Research to poll Mendocino Coast residents about a potential bond measure in 2026 for facility updates to MCHCD hospital facilities
- **July 24, 2025 Board Meeting:** Approve the updated contract with Props & Measures for strategy and communication consulting leading to a potential bond election
- **July 24, 2025 Board Meeting:** Approve Eastshore Consulting contract for potential bond services

**August 2025**

- EMC Research collaborates with the Bond Team to draft a feasibility poll to gauge community support for a bond measure in 2026
- MCHCD continues outreach via meetings and social media



## September 2025

- EMC Research conducts a voter opinion survey, processes, and analyzes opinion data
- Continue outreach via meetings and social media
- EMC Research reviews survey findings with the Bond Team and develops recommendations
- Bond Team reviews survey topline with the District Bond Subcommittee and discusses recommendations
- **September 25, Board Meeting:** Present poll results and recommendations to the Board

## Planning for June 2, 2026 Election:

### October 2025

- Based on direction from the Board, P&M crafts informational messaging based on findings from the survey, including:
  - Talking points, FAQs, fact sheet, infographic, social media and web content, PPT presentation for public meetings
- P&M works with the District to develop internal stakeholder outreach target lists (Adventist staff, partner organizations, current and previous MCHCD board members)
- Begin internal stakeholder outreach meetings
- P&M works with the District to create external stakeholder outreach target lists (elected officials, community organizations, business communities, prominent community leaders, etc)
- MCHCD Bond Committee identifies individuals for outreach to key organizations
- Continue outreach via meetings and social media

### November – December 2025

- Begin external stakeholder outreach, including public meetings in each of the MCHCD communities
- Continue outreach via meetings and social media
- **Early December:** P&M develops and sends the second informational mailer summarizing facility needs and potential consideration for a bond measure for MCHCD in a 2026 election
- P&M develops web content consistent with the mailer for the MCHCD website
- P&M creates an eight-week informational digital advertising campaign

### January 2026

- P&M creates and launches a six-week informational digital advertising campaign (Mid-January – February)
- Continue stakeholder meetings and outreach to the community
- Bond Counsel and the Bond team begin developing the bond project list for resolution
- Bond Counsel drafts resolution, project list, and ballot question



## February 2026

- Continue internal and external stakeholder outreach
- P&M develops and sends a third informational mailer identifying facility needs, potential projects, and consideration of placing a bond measure on the June 2026 ballot
- P&M develops social media consistent with the mailer
- Finalize stakeholder outreach meetings
- Bond Counsel finalizes bond resolution, project list, and ballot question based on feedback from the Board
- **February 26 Board Meeting:** Board adopts resolution calling the June 2026 bond election

## March 2026

- **March 6 (88 Days Before Election Day):** Deadline to deliver the final adopted resolution to the Mendocino County Registrar of Voters to finalize the process for qualifying for the ballot
- P&M updates talking points, FAQs, and other messaging documents to reflect Board action to place bond measure on ballot
- Transition to an independent advocacy campaign; Board members can only speak as private citizens, not as board members

## Planning for November 3, 2026 Election:

### October 2025

- Based on direction from the Board, P&M crafts informational messaging based on findings from the survey, including:
  - Talking points, FAQs, fact sheet, infographic, social media and web content, PPT presentation for public meetings
- P&M works with the District to develop internal stakeholder outreach target lists (Adventist staff, partner organizations, current and previous MCHCD board members)
- Begin internal stakeholder outreach meetings

### November – December 2025

- P&M works with the District to create external stakeholder outreach target lists (elected officials, community organizations, business communities, prominent community leaders, etc)
- MCHCD Bond Committee identifies individuals for outreach to key organizations
- Continue outreach via meetings and social media

### January – March 2026

- Begin external stakeholder outreach, including public meetings in each of the MCHCD communities
- Continue outreach via meetings and social media



- **February:** P&M develops and sends the second informational mailer summarizing facility needs and potential consideration for a bond measure for MCHCD in a 2026 election
- P&M develops web content consistent with the mailer for the MCHCD website
- P&M creates an eight-week informational digital advertising campaign

#### April 2026

- P&M creates and launches an eight-week informational digital advertising campaign (Mid-April – Mid-June)
- Continue stakeholder meetings and outreach to the community
- If necessary, work with EMC Research to draft and refine a tracking poll

#### May 2026

- **Late May:** If necessary, EMC Research conducts a tracking poll
- EMC Research reviews survey findings with the Bond Team and develops recommendations
- Review survey topline with the District Bond Subcommittee and discuss recommendations
- Bond Counsel and the Bond team begin developing the bond project list for resolution
- Bond Counsel drafts resolution, project list, and ballot question
- Continue internal and external stakeholder outreach

#### June – July 2026

- **June Board Meeting:** If a tracking poll was conducted, present poll results and recommendations to the Board
  - If tracking poll results reflect support for the measure, the draft resolution, the project list and the ballot question are shared with the Board
- P&M develops and sends a third informational mailer identifying facility needs, potential projects, and consideration of placing a bond measure on the November 2026 ballot
- P&M develops social media consistent with the mailer
- Finalize stakeholder outreach meetings
- Bond Counsel finalizes bond resolution, project list, and ballot question based on feedback from the Board
- **June Board Meeting or July Board Meeting:** Board adopts resolution calling November 2026 bond election

#### August 2026

- **August 7 (88 Days Before Election Day):** Deadline to deliver the final adopted resolution to the Mendocino County Registrar of Voters to finalize the process for qualifying for the ballot
- P&M updates talking points, FAQs, and other messaging documents to reflect Board action to place bond measure on ballot
- Transition to an independent advocacy campaign; Board members can only speak as private citizens, not as board members

## Mendocino Coastal Connections Charter

*Whereas*, the Mendocino Coast is a beautiful and vibrant community with a diversity of ethnic cultures and a rich history; and

*Whereas*, the Coast also has many unique challenges that at times create barriers to access to healthcare and social services; and

*Whereas*, the Mendocino Coast service area is generally defined as extending from Wesport in the north Coast to Gualala in the south Coast and inland to Comptche; and

*Whereas*, there are many organizations from grass roots volunteer groups to formal institutions that collectively provide services to members of the Coast community and have potential overlap and synergy; and

*Whereas*, reliance on historic sources of funding, such as government grants and programs may not be as readily available in the future, thus necessitating greater reliance upon local resources, both human and financial;

*Therefore, be it resolved* that a group of local organizations have come together to form the Mendocino Coastal Connections with the following shared goal

To work together to promote *Community Wellness* broadly defined as:

A state of physical and mental wellbeing in our local residents,  
Economic stability in the community,  
Prevention of avoidable illness and deaths including from substance use and suicide,  
Encouraging curiosity, kindness and emotional development of our youth, and  
Assisting seniors in continuing to live meaningful and healthy lives as they age.

To provide a network for community organizations to support each other through sharing ideas and resources and to avoid duplication of services.

To encourage and support volunteerism as a means of creating local stability as well as helping individuals find purpose and avoid despair during trying times.

To address the challenges around recruiting and retaining a work force on the Coast to provide healthcare services.

To work together to improve communication within our communities regarding services that are available and to assist those in need of such services in getting connected with them.

Further, to do these things in a manner that is respectful and inclusive of cultural and ethnic differences.

Lastly, to share our collective wisdom and experience from our varied backgrounds.