



**SONOMA VALLEY HEALTH CARE DISTRICT  
GOVERNANCE COMMITTEE MEETING  
AGENDA  
Thursday November 14, 2019  
8:00 AM**

**SONOMA VALLEY HOSPITAL  
ADMINISTRATIVE CONFERENCE ROOM  
347 ANDRIEUX ST SONOMA CA 95476**

AGENDA ITEM	RECOMMENDATION	
In compliance with the Americans with Disabilities Act, if you require special accommodations to participate in a District meeting, please contact the District Clerk, Vivian Woodall vwoodall@sonomavalleyhospital.org or (707) 935.5005 at least 48 hours prior to the meeting.		
<b>MISSION STATEMENT</b> <i>The mission of the SVHCD is to maintain, improve, and restore the health of everyone in our community.</i>		
<b>1. CALL TO ORDER/ANNOUNCEMENTS</b>	<i>Boerum</i>	
<b>2. PUBLIC COMMENT SECTION</b> <i>At this time, members of the public may comment on any item not appearing on the agenda. It is recommended you keep your comments to three minutes or less. Under State Law, matters presented under this item cannot be discussed or acted upon by the Committee at this time. For items appearing on the agenda, the public will be invited to make comments at the time the item comes up.</i>		
<b>3. CONSENT CALENDAR:</b> • Meeting minutes 07.24.19 & 10.03.19	<i>Boerum</i>	Action
<b>4. BOARD ORIENTATION GUIDE</b>	<i>Boerum</i>	Inform/Action
<b>5. GUIDELINES FOR BOARD MEETING MINUTES POLICY</b>	<i>Boerum</i>	Inform/Action
<b>6. TRAVEL AND EXPENSE REIMBURSEMENT POLICY</b>	<i>Boerum</i>	Inform/Action
<b>7. MEDIA COMMUNICATIONS POLICY</b>	<i>Boerum</i>	Inform/Action
<b>8. NEXT MEETING DATE</b>	<i>Boerum</i>	Inform
<b>9. ADJOURN</b>	<i>Boerum</i>	



**SONOMA VALLEY HEALTH CARE DISTRICT  
GOVERNANCE COMMITTEE MEETING  
AGENDA  
Thursday October 3, 2019  
8:00 AM**

**ADMINISTRATIVE CONFERENCE ROOM  
347 ANDRIEUX STREET, SONOMA, CA 95476**

AGENDA ITEM	RECOMMENDATION	
In compliance with the Americans with Disabilities Act, if you require special accommodations to participate in a District meeting, please contact the District Clerk, Stacey Finn, at <a href="mailto:sfinn@svh.com">sfinn@svh.com</a> or (707) 935.5004 at least 48 hours prior to the meeting.		
<b>MISSION STATEMENT</b> <i>The mission of the SVHCD is to maintain, improve, and restore the health of everyone in our community.</i>		
<b>1. CALL TO ORDER/ANNOUNCEMENTS</b>	<i>Boerum</i>	
<b>2. PUBLIC COMMENT SECTION</b> <i>At this time, members of the public may comment on any item not appearing on the agenda. It is recommended you keep your comments to three minutes or less. Under State Law, matters presented under this item cannot be discussed or acted upon by the Committee at this time. For items appearing on the agenda, the public will be invited to make comments at the time the item comes up.</i>		
No public present		
<b>3. CONSENT CALENDAR</b>	<i>Boerum</i>	
The 07.24.19 minutes will be presented at the next meeting for final approval.		
<b>4. GOVERNANCE CHARTER APPROVAL</b>	<i>Committee</i>	Inform/Action
The Charter was reviewed and revisions were discussed and noted in real time.		<b>MOTION:</b> by Rymer to approve and recommend to the Board with stated changes. All in favor.
<b>5. PURCHASES OF MATERIALS AND PROCUREMENT OF SERVICES POLICY</b>	<i>Committee</i>	
Review and discussion of the revisions.		<b>MOTION:</b> by Rymer to approve with revisions. All in favor.
<b>6. MOU BETWEEN SVH AND SVHF FOR FUNDRAISING POLICY</b>	<i>Committee</i>	
Review and discussion of the revisions.		<b>MOTION:</b> by Rymer to approve with

		revisions. All in favor.
<b>7. CEO ANNUAL EVALUATION PROCEDURE POLICY</b>	<i>Committee</i>	
Review and discussion of the revisions.		<b>MOTION:</b> by Rymer to approve with revisions. All in favor.
<b>8. ESTABLISH CEO OBJECTIVES POLICY</b>	<i>Committee</i>	
Review and discussion of the revisions.		<b>MOTION:</b> by Rymer to approve with revisions. All in favor.
<b>9. NEXT MEETING DATE</b>	<i>Boerum</i>	
Next meeting date will be November 7 <sup>th</sup> at 8am.		
<b>10. ADJOURN</b>	<i>Boerum</i>	
9:23 a.m.		

## Orientation Manual

- District Mission, Vision and Values Statements

*The Mission of the Sonoma Valley Health Care District is to maintain, improve and restore the health of everyone in our community.*

**OUR VISION:** *SVH will be a nationally recognized, compassionate place of healing known for excellence in clinical quality. We serve as the guide and indispensable link in our community members' health care journey*

**OUR VALUES: C.R.E.A.T.I.N.G** *Compassion: We show consideration of the feelings of others at all times. Respect: We honor and acknowledge the value of the people, places and resources in providing care. Excellence: We strive to exceed the expectations of the people we serve. Accountability: We are reliable, self-responsible owners of the outcomes of our organization. Teamwork: We are productive and participative staff members who energize others. Innovation: We seek new and creative solutions to deliver quality healthcare. Nurturing: We cultivate, develop and educate those with whom we work to achieve their highest potential. Guidance: We direct and lead our community members through their healthcare journey and in health improvement.*

- District History <http://www.svh.com/healthcare-district-information/hospital-history/>
- Conflict of Interest Code  
<http://www.svh.com/healthcare-district-information/board-of-directors/#policies>
- Brown Act, Q&A (attachment A)  
The Brown Act is contained in California Government Codes 54950-54963
- FY Operating Budget  
<http://www.svh.com/wp-content/uploads/2012/03/Budget-FY2018-APPROVED.pdf>
- Annual Report  
<http://www.svh.com/annual-reports/>
- District 3-Year Rolling Strategic Plan  
<http://www.svh.com/strategic-planning/>
- Board and Board Committee Meeting Calendar  
<http://www.svh.com/healthcare-district-information/calendar/>
- District web site address  
<http://www.svh.com/>

## Resource Manual

- District By-Laws  
<http://www.svh.com/wp-content/uploads/2011/08/SVH-Board-Bylaws-12-01-1141.pdf>
- Board Members  
<http://www.svh.com/healthcare-district-information/board-of-directors/>

- Approved Board Policies  
<http://www.svh.com/healthcare-district-information/board-of-directors/#policies>
- Board Committee Charters
  - Audit Committee  
<http://www.svh.com/healthcare-district-information/audit-committee/>
  - Finance Committee  
<http://www.svh.com/healthcare-district-information/finance-committee/>
  - Governance Committee  
<http://www.svh.com/healthcare-district-information/governance-committee/>
  - Quality Committee  
<http://www.svh.com/healthcare-district-information/quality-committee/>
- District Relationships and Affiliations  
<http://www.svh.com/healthcare-district-information/>
- Hospital Organization Chart (attached as pdf)
- Hospital Medical Staff Overview  
<http://www.svh.com/healthcare-district-information/medical-executive-committee/>
- Sonoma Valley Hospital Foundation  
<http://www.svh.com/foundation/>
- Health Care District Health & Safety Code, Section 32000-32492 (From Association of Health Care District Web Site, ACHD.org)  
[http://www.achd.org/wp-content/uploads/sites/6/2013/02/HCD\\_Law\\_20131.pdf](http://www.achd.org/wp-content/uploads/sites/6/2013/02/HCD_Law_20131.pdf)

## **Attachment A**

### **Brown Act Questions and Answers**

#### **Standing Board Committees**

If a third Board member (not a member of the committee) attends a Standing Board Committee meeting (a public meeting that has been agendized) under what circumstances, if any, can that Board member make a comment at the meeting?

Ans: A third Board member may attend, but cannot comment at the meeting unless the meeting has been agendized as a Committee of the Whole Board.

Note: In the event that a regular Board member on a Standing Board Committee is absent from the meeting, an alternate Board member may be temporarily appointed to the Committee for the meeting by the Chair of the Board or by the Chair of the Committee and may participate as a regular member of the committee for that meeting.

#### **CEO – Board Communication**

May the CEO provide information to all of the Board members (via letter or e-mail) without disclosing that information publicly?

Ans: Yes, but the information must then be available to any member of the public who requests the information. Emails are public records. The communication must be one way, CEO to Board members. One on one follow up questions on the subject from a Board member to the CEO would also not be a violation.

When the CEO responds to a specific question from a Board member, may the question and the response be directed to all Board members (presuming that the question does not relate to HIPPA or personnel privacy issues)

Ans: Yes, same restrictions as above

May a Board member send information to the CEO and request that the information be distributed to all Board members?

Ans: Yes, same restrictions as above

What limitations are there, if any on the information that the Board Chair communicates to the other four Board members in the Chair's role as the Board contact person with the CEO.

Ans: None, same restrictions as above

#### **Agendas**

Agendas for Board meetings and Board Committee meetings are published 72 hours in advance of the meeting. At the time the agendas are issued, information about the items on the agenda are included in a "packet" of information and distributed with the agendas.

Can additional information for an item on the agenda, that becomes available after the “packets” are distributed, be distributed during the 72 hour period prior to the meeting or must this information be held and distributed at the meeting?

Ans: Yes, providing that all of the subsequent information is available to the public and all of the Board members at the meeting

### **Closed Sessions**

On p. 37 of the Open & Public IV Guide to the Brown Act, under Hospital Peer Review and Trade Secrets, it states: Two specific kinds of closed sessions are allowed for district hospitals

"To hear reports of hospital medical audit or quality assurance committees, or for related deliberations"

"To hold closed sessions to discuss reports involving trade secrets"

The first appears to be a clear definition, but the second is not as clear. What constitutes a trade secret? Would it include the recruitment of a new doctor? Would it include a discussion of the cost/revenue relationship for a service provided or to be provided at the Hospital? What guidelines would be appropriate for determining if the subject would be considered a trade secret?

Are there any other circumstances where the law allows subjects to be discussed in closed session?

Ans: The District by-laws stipulate in Section 4 Committees:

Closed Board meetings may be held for purposes of considering the appointment, employment, evaluation of performance, discipline, dismissal or to hear complaints or charges concerning a Hospital employee or member of the Medical Staff; in consideration of pending litigation; or in matters of negotiations concerning real property, labor contracts, or discussion of trade secrets. Closed meetings shall be announced, conducted, and reported in accordance with the Brown Act, and the public may not participate. Standing committees may hold closed meetings if their charter or Board delegation includes issues allowing closed meetings.

Trade secrets may include new services, programs or facilities for the district, but they may not include “existing services” unless these services are being expanded. Trade secrets **do not** include new or existing services, programs or facilities of competitors.

No actions may be taken in closed sessions, except for the following: Labor and real estate negotiations anticipate that the board can give direction to their negotiators. In litigation sessions it is understood that the board can give direction to its lawyers or management in litigation related matters.

No action can be taken in trade secret sessions.

### **Board Training and Team Building**

Is there a way that the Board could meet (for teambuilding/discussion reasons etc.) without having to announce/agendize it?

Ans: No

### **General**

Can more than two board members meet with representatives (like congressmen) in an informational session without public notice?

Ans: No

### **CEO Compensation**

Can a discussion of CEO performance be conducted in closed session?

Ans: Board discussion of performance and compensation adjustments can take place in closed session if BOTH a "Personnel: performance evaluation (CEO)" and "Labor Negotiations, CEO Contract, Board Chair District Negotiator" are put on a closed session agenda. Any follow up action on a compensation adjustment or incentive performance award must be placed on a public meeting agenda and voted upon in public.

With regard to the Brown Act and any other disclosure requirements, what must be made public about the CEO's compensation?

Ans:, At the public meeting the item must be described on the agenda, e.g., "Consideration of CEO Compensation Adjustment and Performance Incentive Award" to meet the notice requirements. In addition it is best to have a written memo before the Board (perhaps from the Chair; a public document available to the public) spelling out the proposed compensation adjustment and incentive award numbers. A motion would then be made and seconded to approve the compensation incentive and performance award as presented.

Employee benefits that are unchanged are not required to be disclosed at the meeting. There is no affirmative mandate to disclose or reveal any information that is not subject to board consideration or vote as set forth on the agenda.

However, the CEO contract and salary information is all public record and must be disclosed if requested by a member of the public.





SUBJECT: GUIDELINE FOR THE BOARD OF DIRECTORS MEETING MINUTES

POLICY #P-2017.12.07

PAGE 1 OF 2

DEPARTMENT: BOARD OF DIRECTORS

EFFECTIVE:

APPROVED BY:

REVISED: 3/11,12/17

#### **MINUTES FORMAT AND GUIDELINE:**

Minutes shall reflect the agenda topics, order and format.

All changes to the agenda shall be noticed in the minutes

All motions, whether passed or not shall be noticed in the minutes; notice shall include the name of the director making the motion, and the specific action(s) taken. If multiple motions are made, each one shall be noticed separately. A brief summary of the discussion, if any, regarding the motion shall also be noticed.

When members of the public make comments at Board meetings, their comments shall be included in the minutes with their names (when provided). Direct quotes of the speaker shall be used with the exception when multiple speakers make the same comment (or nearly the same) on one topic, only one of the comments of one speaker shall be noticed in the minutes. Detailed summarization of the comments of the remaining speakers, with names, shall be included in that instance.

Consent Calendar – Suggested changes to items on the consent calendar shall be noticed in the minutes with motions accordingly.

All presentations shall be noticed in the minutes and shall include: the speaker's name (s), and the key talking and subject points. Detailed reporting and commentary shall be omitted.

Written reports in the Board packet from Board committees shall be noticed in the minutes. Only limited detail on the presentations supporting these written reports shall be captured.

The Financial and Administrative reports in the Board Packet shall be noticed in the minutes. Commentary on these reports should be limited to capturing factual data. A summary of discussions about these reports shall be noticed in the minutes as needed for clarity. These summaries should be brief unless action is taken by the Board concerning these reports and is pertinent to a vote.

Board comments shall be noticed in the minutes and shall include the name of the director and a detailed summarization of the comments.

The time of the meeting's adjournment shall be noticed in the minutes.



SUBJECT: GUIDELINE FOR THE BOARD OF DIRECTORS MEETING MINUTES

POLICY #P-2017.12.07

PAGE 2 OF 2

DEPARTMENT: BOARD OF DIRECTORS

EFFECTIVE:

APPROVED BY:

REVISED: 3/11,12/17

In cases where an audio or video recording of a Board meeting is made for whatever purpose by or at the direction of the District Board, these recordings shall be retained until the minutes are approved or for thirty (30) days, whichever is longer. (California Government Code section 54953.5(b)). These recordings are subject to the California Public Records Act.

Recordings of Board Committee meetings shall be retained until the minutes of the meeting have been approved by the Committee.



**SUBJECT:**  
**BOARD TRAVEL AND OTHER EXPENSE REIMBURSEMENT**

**POLICY # P-2017.09.07**

PAGE 1 OF 9

**DEPARTMENT:** BOARD OF DIRECTORS

**EFFECTIVE:**

**APPROVED BY:** BOARD OF DIRECTORS

**REVISED:** 9.7.2017

**Purpose:**

The Board of Directors of the Sonoma Valley Health Care District (District) recognizes that Board members may be required to travel or incur other expenses from time to time to conduct District/Hospital business and to further the District/Hospital's mission.

Board members are encouraged to attend educational conferences and professional meetings when the purpose of such activities is to improve District operations. Hence, there is no limit as to the number of Board members attending a particular conference or seminar when it is apparent that their attendance is beneficial to the District.

The purpose of this Travel and Other Expense Reimbursement Policy is to ensure that (a) adequate cost controls are in place, (b) travel and other expenditures are appropriate, and (c) to provide a uniform and consistent approach for the timely reimbursement of authorized expenses incurred by Board members. It is the policy of the District to reimburse only reasonable and necessary expenses actually incurred by Board members.

When incurring business expenses, the District expects Board members to:

- Exercise discretion and good business judgment with respect to those expenses.
- Be cost conscious and spend the District's money as carefully and judiciously as the Board member would spend his or her own funds.
- Report expenses, supported by required documentation, as they were actually spent.

While the Board has set the policy, the Board member submitting the expense reimbursement claim and the person approving the reimbursement are personally responsible for maintaining the integrity of the reimbursement process.

**General:**

Each Board member shall be allowed his or her actual necessary traveling and incidental expenses incurred in the performance of official business of the District as approved by the

Board. (Section 32103 of the Health and Safety Code) In order for the District to reimburse an expense claim of a Board member that member shall have completed the ethics training required by Section 53235 (a) of the Government Code within the past two years. The CEO shall maintain the record of completion on file and available for review when a Board member submits a claim for expense reimbursement. No Board member expense claim shall be approved for payment without confirmation of current compliance with the ethics training requirement. ((Government Code Section 53235 (a), (b))

Specifically the Board approves travel and incidental expenses for Board members when conducting official business as follows:

- (1) To testify before or attend any federal, state or local government: legislative body, committee, or sub-committee; regulatory body, committee, or sub-committee;
- (2) To meet with officials of other hospitals, health care districts, health care providers or government officials in California;
- (3) A conference or organized educational activity conducted in compliance with Section 54952.2 (c) of the Government Code;
- (4) A meeting, educational/training session, workshop, seminar, conference or similar activity conducted by a professional hospital, health association or group, non-profit or business;
- (5) A meeting with a current or potential funding agency/donor.
- (6) To testify or participate in mediation, arbitration, or court.
- (7) Incidental travel in the course of District business.
- (8) When the attendance at the event is determined by the Board Chair to be reasonable and necessary for the Board member to attend in their official capacity and there is written documentation of the determination accompanying the expense reimbursement claim signed by the Chair of the Board.

(Government Code section 53232.1(b))

For Board members, all expenses that do not fall within this Travel and Other Expense Reimbursement policy adopted by the Board, or that involve out-of-state travel shall be approved by the District Board, in a Board meeting before the expense is incurred. (Government Code sections 53232.2 (c)-(f))

All such reimbursements are to be made in accordance with the budget for that expense.

If a Board member believes that the limitations imposed by this policy will actually cost the District/Hospital more for any reason, the Board member shall seek the written approval of the Board Chair documenting the savings to be achieved. The documentation and the approval shall accompany and be filed with the expense reimbursement claim.

**Expense Report:**

The CEO shall provide standard expense report forms for Board members to claim reimbursement for actual and necessary expenses incurred on behalf of the District in the performance of official duties. Reimbursable expenses shall include, but not be limited to, meals, lodging, and travel. Expense reports shall document that expenses meet this policy, adopted by the Board, for expenditure of public resources. Board members shall submit expense reports to CEO within 60 days of the expense, accompanied by the receipts documenting each expense. (Government Code sections 53232.3 (a), (b), (c))

The CEO shall provide all forms to be used for the purpose of claiming expense reimbursement. Expenses shall not be reimbursed unless the Board member requesting reimbursement submits a written Expense Report on the necessary forms. The Expense Report shall include:

- The Board member's name.
- If reimbursement for travel is requested, the date, origin, destination and purpose of the trip, including a description of each business-related activity during the trip.
- The name and affiliation of all people for whom expenses are claimed (i.e., people on whom money is spent in order to conduct the District's business).
- An itemized list of all expenses for which reimbursement is requested.

All expenses claimed for reimbursement are subject to audit. Penalties for misuse of public resources or falsifying expense reports in violation of expense reporting policies by the Board may include, but are not limited to, the following:

- (a) The loss of reimbursement privileges.
- (b) Restitution to the District.
- (c) Civil penalties for misuse of public resources pursuant to Section 8314 of the Government Code.
- (d) Prosecution for misuse of public resources, pursuant to Section 424 of the Penal Code. (Government Code section 53232.4)

**Receipts:**

Receipts are required for all expenditures billed directly to the District Board member, such as airfare and hotel charges. No expense in excess of \$25.00 will be reimbursed unless the Board member requesting reimbursement submits with the Expense Report written receipts from each vendor (not a credit card receipt or statement) showing the vendor's name, a description of the services provided (if not otherwise obvious), the date, and the total expenses, including tips (if applicable). If an original receipt has been lost, the Board member may submit a declaration on the form provided by the CEO seeking approval of the affected expense. A credit card receipt or statement is often the best documentation available in such cases.

**General Travel Requirements:****A. Necessity of Travel**

In determining the reasonableness and necessity of travel expenses, the individual Board member and the Board shall consider the ways in which the District/Hospital will benefit from the travel

and weigh those benefits against the anticipated costs of the travel. The same considerations shall be taken into account in deciding whether a particular Board member's presence on a trip is necessary. In determining whether the benefits to District outweigh the costs, less expensive alternatives, such as participation by telephone or video conferencing, or the availability of local programs or training opportunities, shall be considered.

### **B. Advance Approval**

All trips involving air travel or at least one overnight stay shall be approved in advance by the Board Chair or the Board. If approved by the Board Chair the justification signed by the Chair shall accompany the expense reimbursement claim.

### **C. Conferences**

If the lodging is in connection with a conference or organized educational activity, lodging costs shall not exceed the maximum group rate published by the conference or activity sponsor, provided that lodging at the group rate is available to the Board member at the time of booking. If the group rate is not available, the Board member shall use comparable lodging. Board members shall use government and group rates offered by a provider of transportation or lodging services for travel and lodging when available.

All expenses that do not fall within this travel reimbursement policy adopted by the Board or the Internal Revenue Service reimbursable rates as provided in Section 53232.2 (c) of the Government Code, shall be approved by the Board, in a Board meeting before the expense is incurred. (Government Code sections 53232.2 (c)-(f))

## **5. Air Travel**

### **A. General**

Air travel reservations shall be made as far in advance as possible in order to take advantage of reduced fares. The District shall reimburse or pay only the cost of the lowest coach class fare actually available for direct, non-stop flights from the following airports:

1. San Francisco International Airport
2. Oakland International Airport
3. Sacramento International Airport
4. Santa Rosa Airport

### **B. Saturday Stays**

Board members traveling on behalf of District/Hospital shall not be required to stay over Saturday nights in order to reduce the price of an airline ticket. A Board member who chooses to stay over a Saturday night shall be reimbursed for reasonable lodging and meal expenses incurred over the weekend to the extent the expenses incurred do not exceed the difference between the price of the Saturday night stay ticket and the price of the lowest price available ticket that would not include a Saturday night stay. To receive reimbursement for such lodging and meal expenses, the Board member shall supply, along with the Expense Report, documentation of the amount of the difference between the price of the Saturday stay and non-Saturday stay airline tickets.

### **C. Frequent Flyer Miles and Compensation for Denied Boarding**

Board members traveling on behalf of District/Hospital may accept and retain frequent flyer miles and compensation for denied boarding for their personal use. Individuals may not deliberately patronize a single airline to accumulate frequent flyer miles if less expensive comparable tickets are available on another airline.

### **6. Lodging**

Board members traveling on behalf of District/Hospital shall be reimbursed at the single room rate for the reasonable cost of hotel accommodations. Convenience, the cost of staying in the city in which the hotel is located, and proximity to other venues on the individual's itinerary shall be considered in determining reasonableness. Board members shall make use of available corporate and discount rates for hotels. Government lodging rates are almost always available with appropriate identification and should be sought. "Deluxe" or "luxury" hotel rates will not be reimbursed. (See also, 4. C. Conferences.)

### **7. Out-Of-Town Meals and Incidentals**

For travel of 24 hours the meal expense reimbursement rate may not exceed \$125/day. While traveling, if one or more meals is provided as part of a meeting, training session or conference, the Board member shall deduct the allowable per diem cost of that meal from the per diem for that day, using the schedule provided below. This schedule also applies to the day of departure and the day of return. In any instance where a meal is provided by others the meal allowance value shall not be claimed by the Board member.

Meals and Incidentals – Maximum allowances for meals and incidentals

- Breakfast -- \$13 (when travel begins before 7 AM)
- Lunch -- \$19 (when travel begins before 11 AM and/or ends after 1 PM)
- Dinner --\$85 (when travel ends after 6:30 PM)
- Incidentals -- \$8 (for partial or full day travel)
- Total --\$125

For travel of less than 24 hours, the schedule limits the meal allowances payable to the Board member with receipts. (Government Code section 53232.2(c). Incidentals are intended to include miscellaneous costs associated with travel such as tips for baggage handling, etc. and do not require receipts.

In the event that the District CEO and President attends the same event attended by a Board member, these maximum allowances shall also apply to the District CEO and President. If a receipt for a meal includes the expense for several Board members (and/or the District CEO,) the total amount of the receipt may be reported on one person's expense report with a notation of the names of the other members who were included on the receipt.

### **8. Ground Transportation**

Board members are expected to use the most economical ground transportation appropriate under the circumstances, within the bounds of convenience, and should generally use the following, in this order of desirability.

**A. Courtesy Cars**

Many hotels have courtesy cars, which will take you to and from the airport at no charge. The hotel will generally have a well-marked courtesy phone at the airport if this service is available. Board members should take advantage of this free service whenever possible.

**B. Airport Shuttle or Bus**

Airport shuttles or buses generally travel to and from all major hotels for a small fee. At major airports such services are as quick as a taxi and considerably less expensive. Airport shuttles or buses are generally located near the airport's baggage claim area.

**C. Taxis**

When courtesy cars and airport shuttles are not available, a taxi is often the next most economical and convenient form of transportation when the trip is for a limited time and minimal mileage is involved.

**D. Commercial Shuttles for Work/Home to Airport Transportation**

These will provide service from work/home to the airport and return. When considering the cost of mileage and airport parking it is often a less expensive option.

**E. Rental Cars**

Car rentals are expensive so other forms of transportation should be considered when practical. Board members shall be allowed to rent a car while out of town provided that advance approval has been given by the Board Chair or the Board and that the cost is less than alternative methods of transportation. Board members and hospital staff should travel together whenever feasible and economically beneficial. Luxury and premium cars are not reimbursable.

**9. Personal Cars**

If Board members are required or need to use a personally owned vehicle for otherwise authorized traveling, the vehicle must be insured for such use. Board members and hospital staff should travel together whenever feasible and economically beneficial. When Board members use their personal car for such travel, including travel to and from the airport, mileage shall be allowed at the prevailing IRS rate per mile.

In the case of Board members using their personal cars to take a trip that would normally be made by air, e.g., a roundtrip flight between San Francisco and San Diego, mileage shall be allowed at the currently approved rate; however, the total mileage reimbursement shall not exceed the sum of the lowest available round trip coach airfare.

**10. Parking/Tolls**

Parking and toll expenses, including charges for hotel parking, incurred by Board members traveling on business will be reimbursed. The costs of parking tickets, fines, car washes, valet service, etc., are the responsibility of the Board member and will not be reimbursed. On-airport parking is permitted for short business trips. For extended trips, Board members should use off-airport or long-term facilities, if available.



### **11. Entertainment and Business Meetings**

Reasonable expenses incurred for business meetings or other types of business-related Entertainment will be reimbursed only if the expenditures are approved in advance by the Board Chair. Moderate amounts of alcohol with a meal may be included. Board members are reminded that they represent the District while on business and that alcohol use, if any, must be responsible. Home entertainment related to District business, or otherwise authorized, shall be advanced or reimbursed only upon prior approval by the Board.

Detailed documentation for any such expense must be provided, including:

- Date and place of entertainment.
- Nature of expense.
- Names, titles and business affiliation of those entertained.
- A complete description of the business purpose for the activity including the specific business matter discussed.
- Vendor receipts (not credit card receipts or statements) showing the vendor's name, a description of the services provided, the date, and the total expenses, including tips (if applicable).

### **12. Other Expenses**

Reasonable business-related telephone and fax charges due to absence of Board members from their place of business are reimbursable. Finally, emergency, or reasonable and necessary work related costs such as business center, faxes, on-line charges, postage, telephone, etc. incurred while conducting District/Hospital business are reimbursable with receipts. Personal calls, such as reasonable calls to home, family members, baby sitters, etc., are allowable business expenses.

### **13. Non-Reimbursable Expenditures**

The District maintains a strict policy that expenses in any category that could be perceived as lavish or excessive shall not be reimbursed, as such expenses are inappropriate for the District/Hospital. Expenses that are not reimbursable\* include, but are not limited to:

- Travel insurance.
- First class tickets or upgrades.
- When lodging accommodations have been arranged by the District/Hospital and the

Board member elects to stay elsewhere, reimbursement is made at the amount no higher than the rate negotiated/arranged by the District/Hospital. This similarly applies to conference attendance, and conference hotel rates. Reimbursement shall not be made for transportation between the alternate lodging of the Board members choosing and the meeting site.

- Limousine travel.
- Movies, liquor or bar costs.
- Membership dues at any country club, private club, athletic club, golf club, tennis club or similar recreational organization.
- Participation in or attendance at golf, tennis or sporting events, without the advance approval of the Board Chair or designee.

- Purchase of golf clubs or any other sporting equipment.
- Spa or exercise charges.
- Clothing purchases.
- Business conferences and entertainment which are not approved by the Board.
- Valet service.
- Car washes.
- Toiletry articles.
- Expenses for spouses partners, friends or relatives. If a spouse, partner, friend or relative accompanies a Board member on a trip, it is the responsibility of the Board member to determine any added cost for double occupancy and related expenses and to make the appropriate adjustment in the reimbursement request.
- Overnight retreats without the prior approval of the Board or the Board Chair.
- Board members traveling on behalf of the District/Hospital may incorporate personal travel or business with their business-related trips; **however**, Board members shall not arrange business travel at a time that is less advantageous to the District/Hospital or involving greater expense to District in order to accommodate personal travel plans.
- Any additional expenses incurred as a result of personal travel, including but not limited to extra hotel nights, additional stopovers, meals or transportation, are the sole responsibility of the Board member and will not be reimbursed by the District.

#### **Travel Advances:**

The Board recognizes that Board members may not desire to use their own funds or credit to pay for necessary expenses. Prior to a business trip, a Board member may request in writing a Travel Advance for documented anticipated expenses including transportation, lodging, meals, conference registration, etc. that exceed \$100.00. Requests submitted to the CEO two weeks in advance of Board approved travel shall be accommodated, late requests may not be accommodated due to the time required to process the request. Travel advances shall be paid by check.

An Expense Report shall be completed as required by this policy after the Board member's return. If the receipts total less than the advance, the Board member shall submit a check for the unused amount with their Expense Reimbursement Report.

#### **Travel Funded by Others:**

All travel where expenses will be funded directly or indirectly by another organization, other than by a governmental entity, shall be approved by the Board in advance of traveling. It shall be the general policy of the Board to not approve travel paid for by any business or vendor that is doing, or may conceivably do business with the District/Hospital. The underpinning of this general policy is that if the need is sufficient to justify the travel for District/Hospital Personnel then the District/Hospital should be able to pay for it and avoid the reality or appearance of conflict of interest at the current time or in the future. The retention of the public trust is key to this policy. Possible exceptions may include training included in the purchase price of equipment and when asked to present at a professional conference and the conference offers to pay some or all of the expenses. Honoraria shall not be accepted by an individual Board member.

Honoraria may be accepted by the District/Hospital if it is not precluded by the Board's Conflict of Interest policy, and shall report by the CEO as statutorily required.

**Non-Reimbursable Travel:**

A Board member shall not attend a conference or training event when it is apparent that there is no significant benefit to the District.

Even if previously approved by the Board a Board member shall not submit a claim nor be reimbursed for travel and expenses for a conference or training related event if the event occurred after the Director has publicly announced his or her pending resignation or intent to not run for reelection, or after an election in which it was determined that the Director will not retain his or her seat on the Board. This limitation does not apply to attending meetings and continue actively representing the interests of the District/Hospital with the approval of the Board Chair.

**Board Report on the Event:**

Upon returning from a event, for which there was or will be an Expense Reimbursement Report submitted to the District for reimbursement, the Board member shall make a brief report during the next regular meeting of the Board. (Government Code section 53232.3 (d))

**Business-Related Gifts:**

Modest business gifts to non-employees (including Board members and sponsors) will be reimbursed if approved by the Board or with a written justification, approved in writing by the Board Chair and the approval shall accompany and be filed with the expense claim.

With the Board's approval or with the Board Chair's prior written approval, a gift to a District employee or board member, or Medical Staff for exceptional performance, as a thank you for a special effort, as a going away gift, or as an acknowledgement for completing a degree or training program may be expensed. Also allowable are gifts associated with employee recognition; length-of-service awards, retirement presentations; employee, staff, or volunteer focused events. The written justification, approved in writing shall accompany and be filed with the expense claim.

In the event of a personal or family crisis of involving a District/Hospital employee, Board member or member of the Medical Staff including but not limited to the death of an employee or immediate family member, the serious injury or hospitalization of the employee or employee family member or other family crisis the Board Chair may expense flowers or another appropriate and reasonable gift and shall submit a justification in writing and be filed with the expense claim.

**Exceptions:**

Exceptions and expenses that do not fall within this policy shall be approved by the Board at a Regular Board meeting before the expense is incurred. (Government Code section 53232.2(f)).



SUBJECT: MEDIA COMMUNICATIONS

POLICY #

DEPARTMENT: BOARD OF DIRECTORS

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APPROVED BY:

REVISED: 2/25/14

## PURPOSE

To identify procedures for communicating information to the public and stakeholders through the news media about the decisions, actions and programs undertaken by Sonoma Valley Health Care District and Hospital.

## SCOPE

This policy applies to all media-based public communications for Sonoma Valley Health Care District and Hospital. For purposes of this policy, “news media” will be defined as:

- Local, regional and national news and feature media, both print and electronic
- Industry news media and websites
- SVH/Board website
- Social media (i.e. Facebook, Twitter)

## POLICY

It is the policy of the Sonoma Valley Health Care District and Hospital to provide accurate and timely information to the media in order to foster and maintain open communications and provide transparency for the media and the public. The District and Hospital also believe it is important to regularly communicate information about Hospital programs and service offerings to community members and stakeholders.

- The District and Hospital will be accessible to the media and public to respond to inquiries and address issues relevant to its mission, policies and decisions.
- The District and Hospital will disseminate news and information to the media and public about its decisions, policies and activities in a timely manner.
- The District and Hospital will respond to media inquiries in a timely manner but with the understanding that the District/Hospital may require time to formulate a response.



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- All District and Hospital communications will adhere to HIPAA guidelines. (A useful reference is the California Hospital Association publication, "Guide to Release of Patient Information to the Media.")

## RESPONSIBILITIES

The CEO is responsible for ensuring that all communications are in compliance with the Media Communications Policy. The CEO will identify Staff and/or Consultants who will have responsibility for planning and executing District/Hospital communications through the media.

In this document, "Hospital Communications" refers both to Hospital Communications Staff and Communications Consultants designated by CEO to work with the media on behalf of District and Hospital.

Hospital Communications will ensure that District/Hospital external communications, including announcements and press releases, are communicated to the proper individuals and in the proper language that meets with District/Hospital goals, strategies, legal and regulatory requirements and policies. Hospital Communications will determine appropriate media distribution of announcements.

Hospital Communications duties will entail but are not limited to the following:

- Plan, recommend, implement and report on public communications initiatives that enhance media and public understanding of the District and Hospital and the role each plays in serving the health and wellbeing of the community.
- Develop and present to District Board an annual communications plan encompassing both public information and marketing communications strategies and initiatives. CEO will report results to District Board as part of monthly reports.
- Disseminate news to all media about District/Hospital announcements, decisions and initiatives.
- Maintain current list of local/regional media and key contacts, with information on deadline requirements, for dissemination of District/Hospital news.



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- Maintain Hospital's presence through online media including social media as appropriate.
- Regularly update information on Hospital website and Facebook page.
- Assist CEO or District Board members in preparing for media interviews.
- Provide communications support to Hospital Foundation.

## PROCEDURES

Board Chair will have responsibility for identifying and approving all media announcements related to Board decisions and actions.

Hospital CEO will have responsibility for approving all media announcements, including marketing communications, related to Hospital decisions and actions not directly related to District Board decisions or actions.

In matters dealing with issues of community and political sensitivity regarding District and/or Hospital policy or operations, CEO will obtain approval from Board Chair prior to releasing information to media. If media spokesperson is to be someone other than CEO or Chair, CEO will identify designated spokesperson to Board in advance of announcement.

In matters dealing with routine announcements and marketing activity related to Hospital, CEO will have discretion to release information to media through Hospital Communications procedures without District approval, but will provide information to District Board in a timely manner and not later than simultaneous with release of information.

- For purposes of this document, routine news announcements include but are not be limited to the following: personnel news, new services, marketing communications, community health programs and participation in community events.

Hospital Communications personnel will be made available to the District Board at Chair's request to assist with developing and disseminating Board communications. These requests will be guided by the following:

- Board requests for Hospital Communications support will be made to CEO.



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- Hospital Communications services will include but are not limited to: writing and disseminating press releases; analyzing issues and recommending strategies and actions; contacting media on Board's behalf; reporting results of media outreach.
- Hospital Communications personnel will not serve as spokespersons for Board unless requested to do so by Board Chair or CEO.

District Board members contacted by the media can access Hospital Communications for assistance with CEO's approval.

Media inquiries received by Hospital Communications regarding District policies, activities and announcements will be communicated to the Board Chair and/or Hospital CEO. Hospital Communications will not speak for District Board unless authorized to do so by Chair/CEO. In relaying requests, Hospital Communications will suggest appropriate response to Chair/CEO.

## **EMPLOYEES**

- Hospital employees are not permitted to make statements to media or through media on behalf of the Hospital and/or Board without authorization from CEO.
- Employees are not permitted to post materials on Hospital/Board website or Facebook page without authorization from the Hospital Communications member designated responsible for maintaining these media.
- Employees are not prevented from making personal statements in social media as long as they do not represent themselves as Hospital/Board representatives. Employees must follow Hospital Social Media Policy (#HR8610-300) available from Human Resources.