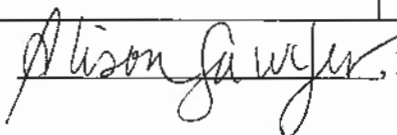


Ventura COHS  
 Executive/Finance Committee  
 Meeting Minutes  
 September 9, 2010

√	<b>Committee Members in Attendance</b>	<b>Michael Powers, Director, Ventura County Health Care Agency</b>
√	<b>Terrie Stanley, Co-Chair, Interim CEO</b>	<b>Catherine Rodriguez, Ventura County Medical Health System</b>
	<b>Narcissa Egan, Co-Chair, Assistant Health Care Agency CFO</b>	
√	<b>Lanyard Dial, MD, Physician, Ventura County Medical Association</b>	<b>Others in Attendance</b>
	<b>Rick Jarvis, Private Hospitals/Healthcare System</b>	<b>Dee Pupa, Interim Assistant Clerk of the Board</b>
	<b>Roberto Juarez, CEO, Clínicas del Camino Real, Inc.</b>	<b>Alison Sawyer, Interim Clerk of the Board</b>

AGENDA ITEM / PRESENTER	MOTIONS / MAJOR DISCUSSIONS	ACTION TAKEN
1. Call to Order Roll Call  Terrie Stanley	<ul style="list-style-type: none"> <li>The meeting was called to order at 10:00 am.</li> <li>Dr. Lanyard Dial was the only voting member present. Meeting cancelled for lack of quorum.</li> </ul>	
2. Public Comment/Correspondence		
3. Review and Approval of Minutes of Prior Meeting		
4. Approval of Coverly Professional Services and City Creative Group Proposal and Process for Logo Selection for Gold Coast Health Plan.		
5. CLOSED SESSION Public Employee Appointment or Employment (Gov. Code §54957.) Title: Chief Financial Officer/Chief Medical Officer-Review of applicants and selection of candidates to be interviewed.		
6. Adjourn		

Submitted by:  Recorder

**Public Meeting Cancellation  
and  
Notice of Special Meeting  
of the  
Gold Coast Health Plan Executive/Finance Committee**

**CANCELLED MEETING**

E: Wednesday September 8, 2010  
E: 3:30-5:30 pm  
CE: 2240 E Gonzales Road Suite 200  
Oxnard CA 93036

**SPECIAL MEETING**

E: Thursday, September 9, 2010  
E: 10:00 am-12:00 pm  
CE: 2240 E Gonzales Road Suite 280  
Oxnard CA 93036

**AGENDA**

Item	Documents for Review	Subject	Presenter	Time
		Call to Order, Welcome and Roll Call	Terrie Stanley	10:00 am
		Public Comment/Correspondence	Terrie Stanley	10:00- 10:05
10	ATTACHMENT A Minutes of 8-23-2010	Review and Approval of Minutes	ALL	10:05-10:10
11	ATTACHMENT B Board Letter to Accept Proposal of Coverly Professional Services and City Creative Group for Creation of the Gold Coast Health Plan Logo ATTACHMENT B1 Proposal ATTACHMENT B2 Logo Process	Approval of Coverly Professional Services and City Creative Group Proposal and Process for Logo Selection for Gold Coast Health Plan	Terrie Stanley	10:10-10:40
<b>the intention of the Gold Coast Health Plan Executive Finance Committee to meet in Closed Session to consider the following item:</b>				
	CLOSED SESSION	Public Employee Appointment or Employment (Gov. Code §54957.) Title: Chief Financial Officer/Chief Medical Officer-Review of applicants and selection of candidates to be interviewed	ALL	10:40-12:00 pm
		Adjourn		12:00 pm

Meeting agenda available at our website [www.vchca.org/cohs](http://www.vchca.org/cohs)

COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT LAURA AT 805/981-5023. REASONABLE ADVANCE NOTIFICATION OF THE NEED FOR ACCOMMODATION PRIOR TO THE MEETING (48 HOURS ADVANCE NOTICE IS PREFERABLE) WILL ENABLE US TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING.

August 23, 2010

√	Committee Members in Attendance	Staff in Attendance
√	<b>Terrie Stanley, Co-Chair</b> Interim CEO	<b>Tin Kin Lee, Counsel</b>
√	<b>Narcisa Egan, Co-Chair</b> Assistant Health Care Agency CFO	<b>Dee Pupa, Interim Assistant Clerk of the Board</b>
√	<b>Lanyard Dial, MD, Physician, Ventura County Medical Association</b>	<b>Alison Sawyer, Interim Clerk of the Board</b>
√	<b>Rick Jarvis, Private Hospitals/Healthcare System</b>	
√	<b>Roberto Juarez, CEO, Clínicas del Camino Real, Inc.</b>	
√	<b>Michael Powers, Director, Ventura County Health Care Agency</b>	
√	<b>Catherine Rodriguez, Ventura County Medical Health System</b>	

AGENDA ITEM / PRESENTER	MOTIONS / MAJOR DISCUSSIONS	ACTION TAKEN
1. Call to Order Welcome and Roll Call  Terrie Stanley	<ul style="list-style-type: none"> <li>The meeting was called to order at 2:00 p.m.</li> <li>All Members present, except for Mr. Juarez</li> <li>A quorum was present.</li> </ul> <p>Ms. Stanley introduced Mr. Tin Kin Lee, COHS Counsel. Mr. Juarez is in attendance.</p>	
2. Minutes of Prior Meeting  Terrie Stanley	<p>The Minutes of the August 11, 2010 Executive/Finance Committee meeting were presented for review and approval.</p> <p>A correction will be made to Item #8 of the minutes: The second paragraph should start: "Mr. Jarvis noted that he will check his availability for participation in future CEO selection sessions and get back to the Committee with the information."</p>	<p>Mr. Powers moved to approve the Minutes as corrected, Dr. Dial seconded.</p> <p><b>Approved: 5-0</b></p>
3. Location of Office, Lease Agreement	<p>Recommendation: The Executive Finance Committee shall bring forth a recommendation to the Commission meeting of August 23, 2010 on location and lease agreement terms for the administrative</p>	<p>Dr. Dial made the motion to approve the revised recommendation; Mr. Jarvis</p>

AGENDA ITEM / PRESENTER	MOTIONS / MAJOR DISCUSSIONS	ACTION TAKEN
Terrie Stanley	<p>office of Gold Coast Health Plan.</p> <p>Mr. Powers and Ms. Rodriguez recused themselves from participation in the discussion and voting on this agenda item.</p> <p>Ms. Stanley emphasized the importance of the Plan moving forward with entering into a lease agreement for office space – Items to note are 39 staff will be hired over the next few months. Phones and computers will have to be installed and operational prior to staff coming on board. She reiterated for the Committee the criteria used in selecting potential administrative office sites. Of importance are location, space, access, and net cost. Noting that Oxnard has 50% of the beneficiaries, she informed the Committee that the recommended site in Oxnard meets all the criteria. In addition to other sites in Oxnard, she provided information on sites in Ventura as well as Camarillo.</p> <p>Mr. Juarez expressed his concern over locating the Plan’s administrative offices in a facility owned by the County of Ventura. It is his opinion that this would give an unfair business advantage to the County.</p> <p>Ms. Stanley noted that other COHS have received assistance during start-up and continued operations from the counties in which they are located.</p> <p>Counsel Lee noted that according to the exemption in Government Code 1090, there is no conflict of interest that would prevent the Commission from entering into a lease agreement with the County.</p> <p>Noting the recusal of two of the five Committee members, Dr. Dial asked the remaining Committee members if they could agree on some form of recommendation to make to the Commission. He suggested that the top location from Oxnard, as well as proposed locations in Ventura, and Camarillo be recommended to the Committee for their</p>	<p>seconded. Mr. Powers and Ms. Rodriguez recuse.</p> <p><b>Approved: 3-0-2</b></p>

AGENDA ITEM / PRESENTER	MOTIONS / MAJOR DISCUSSIONS	ACTION TAKEN
	<p>final selection. This approach was approved.</p> <p>Revised Recommendation: Recommend to the Commission that they review the criteria for and select a location from the following three choices: Gonzales Road (Oxnard), Paseo Camarillo (Camarillo), and Ralston Street (Ventura), and direct the Interim CEO to enter into a lease agreement for the selected site.</p>	
<p>4. Final Comments from Commissioners</p> <p>All</p>	<p>No Final Comments</p>	
<p>5. Public Comment/Correspondence</p> <p>Open</p>	<p>Mr. Rossi expressed concern that other beneficiaries would be confused as to whether the COHS is a "County" entity if its administrative offices were sited in a County facility.</p>	
<p>6. Adjourn</p> <p>Chair</p>	<p>Ms. Stanley adjourned the meeting at 3:02 pm.</p>	

Submitted by: Alison C Sawyer  
Recorder

**ATTACHMENT B**

**VENTURA COUNTY  
MEDI-CAL  
AGED CARE  
COMMISSION**

www.vchca.org/cohs

owers  
n Care Agency

rd K. Dial

al Association

Araujo  
mily Medicine  
Program Director

erry  
Beneficiary /  
Representative

hawla

del Camino Real Inc.

Fankhauser

ecutive Committee

ospital/  
re System  
s Hospital

s. Juarez CEO  
del Camino Real Inc.

r Kathy Long  
County  
Supervisors

ice  
ospital /  
re System  
Reg. Med. Center

e Rodriguez  
ealth System

ommission Staff

inley, RN CPHQ,  
MPA

123 Knoll Dr.  
ura, Ca. 93003

: (805) 677-5238  
(805) 677-5203

**DATE:** September 9, 2010

**TO:** Gold Coast Health Plan Executive/Finance Committee

**FROM:** Terrie Stanley, Interim CEO

**SUBJECT:** Coverly Professional Services and City Creative Group Proposal and Process for Logo Selection for Gold Coast Health Plan

Recommendations:

Recommendation #1 Approve the proposed process for Logo creation for Gold Coast Health Plan.

Recommendation #2 Authorize the interim CEO to implement and initiate the proposal.

Discussion:

On July 26<sup>th</sup> 2010 the Ventura County Medi-Cal Managed Care Commission selected the “DBA” and authorized the Interim CEO to solicit proposals for creation of a LOGO for Gold Coast Health Plan. The solicitation was open to all interested entities and 5 parties responded. Subsequently, four completed proposals were received, reviewed and scored by staff. The proposal submitted for Coverly Professional Services and City Creative Group, a group with over 35 years experience in both marketing and creative services was selected based on the following criteria:

- Experience with the Ventura County community
- Locally based company
- Commitment to a timeframe that meets the needs of Gold Coast Health Plan
- Agreement to working in person with both the Executive Committee and the full Commission to complete the process
- Quality and variety of work examples presented
- Pricing of the project

Ms Coverly will be present at the meeting of the Executive Committee for a 30 minute session that will focus on:

- Outlining a realistic and efficient timeline for having the logo finalized and ready for use by November 8<sup>th</sup>,
- Review of other California public health plan logos to discuss likes & dislikes,
- Review GCHP’s mission, vision, and values,
- Obtain feedback and guidance from committee members.

Attached is the timeline that outlines the project scope and process for logo development as well as information on the companies.

ATTACHMENT B1 Coverly Professional Services Proposal for Development of Gold Coast Health Plan Logo

ATTACHMENT B2 Process for Development of Gold Coast Health Plan Logo

# Attachment B1

**Coverly Professional Services**  
PO Box 6712 • Ventura, CA 93006  
(805) 658-9143 or (805) 415-5339  
City of Ventura Business License: LIC-7-10-1729

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## PROPOSAL FOR DEVELOPMENT OF GOLD COAST HEALTH PLAN LOGO

**Date:** September 2, 2010

**Client:** Gold Coast Health Plan, Terrie Stanley, Interim CEO

**Project Scope:**

1. Research and understand the mission of Ventura County's newly developed organized health care system.
  - Review the five other county organized Medi-Cal health plan logos and brands in California
  - Review Gold Coast Health Plan documentation including mission statement and key objectives and strategies of the plan
  - Discussions with CEO regarding any staff or commissioner input
2. Develop three to four logos for consideration by the interim CEO and Executive Finance Committee, who select two for refinement.
3. Make two selected logos available for input via GCHP public portal site.
4. Refine and submit two logos to interim CEO and Executive Finance Committee, with feedback from input process. One logo is selected for refinement (if needed)
5. Refine and submit final logo for approval to Executive Finance Committee and ultimately full Commission.
6. Deliverables -
  - High Resolution Logos – color, black/white, grayscale in .jpg, .tif, and .eps formats
  - Standards Sheet – ensuring consistent use of the logo in all applications/mediums

**Sub-Contractor:**

- o Coverly Professional Services will work closely with City Creative Group, who will provide the design services for this project.
  - o Lynnette Coverly of Coverly Professional Services will attend meetings as needed, conduct research, and provide direction to ensure the final logo is memorable, distinguishable, timeless, appealing and professional. She brings with her 20 years of marketing experience.
  - o Jeff Mahoney of City Creative Group will design the logo incorporating 14 years of design experience. Please see attachment to review previously developed logos.

**Total Project Cost: \$2,000**

- o Includes attending meetings as needed, including Commission meetings
- o Includes one round of revisions each in steps 4 and 5. Any additional revisions will be invoiced at \$150 per hour
- o Time frame – with staff cooperation, a final logo will be ready for Commission approval by the October 25, 2010 meeting.

  
Lynnette Coverly, Coverly Prof Services

9/2/10  
date

Terry Stanley, Gold Coast Health Plan

date

## **PROPOSAL FOR DEVELOPMENT OF GOLD COAST HEALTH PLAN LOGO**

- submitted by Coverly Professional Services -

### **Bios –**

#### **Lynnette Coverly, Coverly Professional Services**

Ms. Coverly is a pro-active, hands-on marketing professional with 20 years experience in the Santa Barbara and Ventura county markets. Her strengths are in marketing project management, brand development, marketing communications, media relations and program/product development.

Ms. Coverly is an involved member of the community having served on boards and committees for the Ventura County Medical Resource Foundation, Ventura County 4-H youth development program, Foothill Technology High School PFSO, Women's Economic Ventures, Ventura Community Park, and FOOD Share.

#### **Jeff Mahoney, City Creative Group**

Mr. Mahoney started City Creative Group in 1996 as a creative services company, providing graphic design, production services and print consultation to multiple industries, including the computer, networking, telecommunications, banking and publishing sectors.

City Creative Group's focus is on developing and promoting clients' businesses through real-world, market-oriented design and production and has been successful in teaming with IBM, AT&T, AT&T Wireless, Coldwell Banker, Wells Fargo, InMER/National Geographic and assorted regional and local institutions, including the Las Vegas Convention & Visitors Authority, Wildlife Care Network, Community West Bank, ABC-CLIO, Santa Barbara Maritime Museum, Food & Home Magazine, and many others.



## Attachment B2

### PROCESS FOR DEVELOPMENT OF GOLD COAST HEALTH PLAN LOGO Submitted by Coverly Professional Services & City Creative Group

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Date: September 2, 2010

#### Timeline:

1. **Sep 8<sup>th</sup>** – Review process to develop logo with Gold Coast Health Plan (GCHP) Executive Finance Committee. Gather committee guidance and input.
2. **Sep 27<sup>th</sup>** -
  - o Submit three to four logos to the GCHP Executive Finance Committee. Committee to select two logos with suggestions for refinements (if needed).
  - o Update full Commission on plan to solicit input.
3. **October 4<sup>th</sup>** – Post two selected logo options on Gold Coast Health Plan website and invite stakeholders to vote for one week. Ms. Stanley to send email to existing list.
4. **October 13<sup>th</sup>** – Submit results of vote to GCHP Executive Finance Committee with recommendation to select ONE logo, with possible refinements, based on public input.
5. **October 25<sup>th</sup>** –
  - o Submit final logo to GCHP Exec Finance Committee. Request Committee recommendation to full Commission.
  - o Submit final logo to full Commission for approval.
6. **November 8<sup>th</sup>** – Submit high resolution logos in color, black/white, and grayscale along with Logo Standards Sheet.

***A good logo is memorable, distinguishable, timeless, appealing and professional***

LOGOS OF FIVE OTHER CALIFORNIA PUBLIC HEALTH PLANS

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1. Orange County Public Health Plan



2. Santa Barbara and San Luis Obispo Counties Public Health Plan



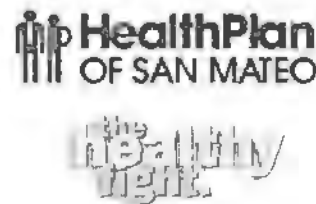
3. Santa Cruz, Monterey and Merced Counties Public Health Plan



4. Solano, Napa, Yolo, and Sonoma Counties Public Health Plan



5. San Mateo County Public Health Plan  
- CareAdvantage



## GOLD COAST HEALTH PLAN CONSIDERATIONS

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- ✓ **Purpose:**  
To join the public and private health care providers together to provide a more cost effective, efficient and responsive Medi-Cal program for the 110,000 qualified residents of Ventura County.
  
- ✓ **Mission Statement:**  
To improve the health of our members through the provision of the best possible quality care and services.
  
- ✓ **Vision:**  
To improve access to primary, specialty and ancillary services.
  
- ✓ **Values:**
  - Medical care provided will meet appropriate quality of care standards.
  - Long term viability of a locally operated Medi-Cal managed care system inclusive of the existing participating provider networks of “Safety Net” providers.
  - Expand access, improve benefits and augment provider reimbursement.
  - Focus on prevention, education, early intervention services and case management.
  - Programs will ensure a high level of member satisfaction.