



**Minutes of the Open Session of the Special Meeting of
the El Camino Healthcare District Board of Directors**

Wednesday, September 12, 2018

El Camino Hospital | 2500 Grant Road, Mountain View, CA 94040
Conference Rooms F&G (ground floor)

Board Members Present

Neysa Fligor
Peter C. Fung, MD, Chair
Julia E. Miller, Vice Chair
David Reeder
John Zoglin, Secretary/Treasurer

Board Members Absent

None

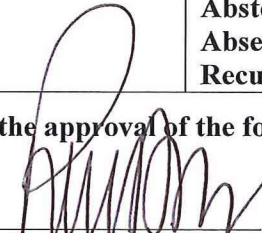
Members Excused

None

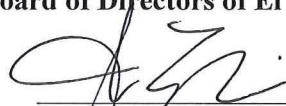
Agenda Item	Comments/Discussion	Approvals/ Action
1. CALL TO ORDER/ ROLL CALL	The open session of the Special meeting of the El Camino Healthcare District Board of Directors (the "Board") was called to order at 5:32pm by Chair Fung. A silent roll call was taken. All Board members were present.	
2. POTENTIAL CONFLICT OF INTEREST DISCLOSURES	No conflicts were reported.	
3. PUBLIC COMMENT	None.	
4. CONSENT CALENDAR	<p>Chair Fung asked if any member of the Board or the public wished to remove an item from the consent calendar. No items were removed.</p> <p>Motion: To approve the consent calendar: Minutes of the Open Session of the District Board Meeting (June 19, 2018).</p> <p>Movant: Reeder Second: Miller Ayes: Fligor, Fung, Miller, Reeder, Zoglin Noes: None Abstentions: None Absent: None Recused: None</p>	<i>Consent calendar approved</i>
5. APPROVAL OF EL CAMINO HOSPITAL REBRANDING USING NEW BRAND ARCHITECTURE	<p>Kelsey Martinez, Director of Marketing & Communications, reported that the El Camino Hospital Board of Directors approved a move to a unified brand and architecture at its August meeting. She provided an overview of 1) consumer preferences, 2) why the shift is being recommended, and 3) the proposed brand architecture model.</p> <p>In response to Director Miller's question, Ms. Martinez explained that the mark that is part of the logo is not changing.</p> <p>Director Zoglin commented that management bringing forward the concept of changing the name with no customer testing against brand attributes is not in line with best practices and undermines his confidence in the organization's marketing ability. Ms. Martinez reported that the recommended name was tested with consumers against other proposed names with focus groups and there will be parallel identity and positioning work. She also noted that there is consumer qualitative and quantitative data that has been collected over the last few years that can be shared with the Board. Director Zoglin expressed concerns that focus group data is not sufficient for a decision of this magnitude.</p> <p>Director Fung requested that focus group data be provided to the Board.</p>	

	<p>In response to Director Fligor’s question, Ms. Martinez described the mixed consumer response to the use of “Health Care” for branding.</p> <p>Director Reeder stated his support for the move to “Health” as it reflects the organization’s move to provide broader services and noted the prevalence of organizations using “Health” in the industry.</p> <p>Director Fung commented that most large name health systems use “Health” in their branding.</p> <p>Motion: To approve a move to a unified brand name of El Camino Health for El Camino Hospital.</p> <p>Movant: Reeder Second: Miller Ayes: Fligor, Fung, Miller, Reeder Noes: Zoglin Abstentions: None Absent: None Recused: None</p>	
<p>6. ADJOURNMENT</p>	<p>Motion: To adjourn at 5:45pm.</p> <p>Movant: Miller Second: Fligor Ayes: Fligor, Fung, Miller, Reeder, Zoglin Noes: None Abstentions: None Absent: None Recused: None</p>	<p><i>Meeting adjourned at 5:45pm</i></p>

Attest as to the approval of the foregoing minutes by the Board of Directors of El Camino Healthcare District:



 Peter C. Fung, MD
 Chair, ECHD Board



 John Zoglin
 Secretary, ECHD Board

Prepared by: Cindy Murphy, Director of Governance Services
 Sarah Rosenberg, Contracts & Board Services Coordinator