

September 27, 2010

| Committee Members in Attendance | | Staff in Attendance | |
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| √ | Terrie Stanley, Co-Chair, Interim CEO | √ | Dee Pupa, Interim Assistant Clerk of the Board |
| | Narcisa Egan, Co Chair, Assistant Health Care Agency CFO | | |
| √ | Lanyard Dial, MD, Physician, Ventura County Medical Association (Commissioner Dial arrived at 1:14 p.m.) | Guests in Attendance | |
| √ | Rick Jarvis, Private Hospitals / Healthcare System | √ | Jennifer Bower, Human Resource Director, RGS-LGS |
| √ | Roberto S. Juarez, CEO, Clinicas del Camino Real, Inc. | √ | Lynette Coverly, Coverly Professional Services |
| √ | Michael Powers, Director, Ventura County Health Care Agency | √ | Candice Limousin, Human Resources, RGS-LGS |
| √ | Catherine Rodriguez, Ventura County Medical Health System | √ | Traci R. McGinley, GCHP Consultant |
| | | √ | Paul Roberts, GCHP Consultant |

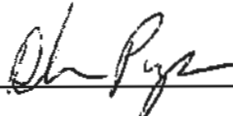
| | AGENDA ITEM / PRESENTER | MOTIONS / MAJOR DISCUSSIONS | ACTION TAKEN |
|---|--|---|---|
| 1 | <p>Call to Order Welcome and Roll Call</p> <p>Terrie Stanley</p> | <ul style="list-style-type: none"> • The meeting was called to order at 1:10 p.m. • All Members present, except for Commissioner Egan. • A quorum was present. <p>Co-Chair Stanley welcomed everyone and introduced a new contract employee, Paul Roberts, consultant and provided an overview of his extensive background in HMO's.</p> | |
| 2 | <p>Public Comment / Correspondence</p> <p>Terrie Stanley</p> | <p>Member of the public, Mr. Rossi expressed his concern that approximately two months previously he had requested to review the vendor contracts. Co-Chair Stanley advised that the final contract was just completed and would now be available.</p> <p>Mr. Rossi requested a list of providers.</p> | |
| 3 | <p>Review and Approval - Minutes August 23, 2010 and September 9, 2010</p> | <p>The Minutes of August 23, 2010 Committee meeting were presented for review and approval.</p> <p>The Minutes of September 9, 2010 Committee meeting were presented for review and approval.</p> | <p>Commissioner Dial moved to approve the minutes of August 23, 2010; Commissioner Powers seconded. Approved 6-0.</p> <p>Commissioner Powers</p> |

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| | | | <p>moved to approve the minutes of September 9, 2010; Commissioner Dial seconded. Approved 6-0.</p> |
| <p>4</p> | <p>Approval of Coverly Professional Services and City Creative Group Proposal and Process for Logo Selection for Gold Coast Health Plan</p> <p>Terrie Stanley</p> | <p>Co-Chair Stanley gave a brief background of the RFP process, which included 4 vendors for the Logo development and explained that Coverly with City have over 35 years combined experience. Co-Chair Stanley also noted that the project cost was reasonable at \$2,000 and that Coverly could meet the aggressive timelines.</p> <p>Lynette Coverly gave a brief overview of her background. Copies of logos of other similar public health plans in California were reviewed as well as the time-line for the logo development process. Ms. Coverly expressed her desire to have one or two logos that the Committee would strongly endorse. The goal is to have the logos back to the Committee by the next meeting. The cost of black and white, as well as multiple color logos was discussed. The Committee requested that several choices be provided, even some with more than two colors.</p> <p>Commissioner Rodriguez asked how to ensure that the mark is unique. Co-Chair Stanley explained the process that will be used.</p> <p>Co-Chair Stanley stated that Legal Counsel recommends that "Public Entity" be a part of the brand as it would announce to the public that any claims to be filed against the Plan would need to follow the California Government Code processes.</p> <p>Commissioner Powers suggested more than just a name be used, so that it is warmer for the public. Further discussion was held were it was expressed to bring out the word "gold" in the name because it invokes quality.</p> <p>Member of the public, Mr. Rossi inquired if there would be public input</p> | <p>Commissioner Powers moved to approve the process; Commissioner Dial seconded. Approved 6-0.</p> <p>Commissioner Juarez moved to approve the Services Contract; Commissioner Dial seconded. Approved 6-0.</p> |

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| | | <p>during the selection process. Co-Chair Stanley stated that the information would be made available to the public.</p> <p>The Spanish translation and the possibility of showing agriculture to pull in the demographics was recommended by Commissioner Juarez.</p> | |
| 5 | <p>Update – Gold Coast Health Plan Staffing</p> <p>Terrie Stanley</p> | <p>Co-Chair Stanley stated that she, Jennifer Bower and Candice Limousin did some initial scoring of applicants and developed screening questions that could be used for an initial phone interview. Ms. Limousin stated that there has been excellent response to job postings with over 200 applications received. There are many well qualified applicants. The majority of applicants are local or at least within California. Commissioner Juarez asked if the top candidates would be requested to travel for in-person interviewing and would the travel expenses be reimbursed. Ms. Bower responded that it was up to the Commission.</p> | |
| | | Adjourned to Closed Session. | Adjourned at 1:42 p.m. |
| 6 | CLOSED SESSION | <p>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.</p> | |

Submitted by: 
Recorder

**Board & Public Input Revisions
Version A**



Horizontal - Full Color

Horizontal - Alternate Color

Board & Public Input Revisions
Version B



**Gold Coast
Health Plan**SM
A Public Entity



**Costa de Oro
Plan de Salud**SM
una entidad pública

Horizontal - Full Color



**Gold Coast
Health Plan**SM
A Public Entity



**Costa de Oro
Plan de Salud**SM
una entidad pública

Horizontal - B&W (reduced)



**Gold Coast
Health Plan**SM
A Public Entity



**Costa de Oro
Plan de Salud**SM
una entidad pública

Vertical - 2-color

**Color Alternates
Version B**

Full Color



**Gold Coast
Health PlanSM**
A Public Entity

2-color



**Gold Coast
Health PlanSM**
A Public Entity



**Gold Coast
Health PlanSM**
A Public Entity



**Gold Coast
Health PlanSM**
A Public Entity