



SPECIAL
Community Relations
and Planning
Committee

May 2, 2022





SPECIAL
Community Relations and Planning Committee Meeting
Monday, May 2, 2022

12:00 PM

***** VIDEO CONFERENCE TELEPHONIC MEETING *****

AGENDA

IMPORTANT NOTICE Regarding COVID 19

In accordance with the State of Emergency proclaimed by Governor Newsom on March 4, 2020, Executive Order N-29-20 issued by Governor Newsom on March 17, 2020 and the Recommendation Regarding Social Distancing Including Remote Meetings of Legislative Bodies, issued by the Monterey County Health Officer on September 22, 2021, Natividad Medical Center (“Natividad”) Community Relations and Planning Committee meetings will be held entirely by Zoom. There will be no physical location for these meetings. Committee Members shall participate in the meeting by Zoom.

To participate in this Community Relations and Planning Committee meeting, the public are invited to observe and address the Committee via Zoom.

The meeting will be conducted via teleconference using the Microsoft Zoom program. This gives the public two options. The public may attend the meeting by phone. Or, the public may attend and observe the Zoom meeting via computer audio.

To participate by phone call use any of these numbers below:

- +1 602 753 0140 US (Phoenix)
- +1 720 928 9299 US (Denver)
- +1 971 247 1195 US (Portland)
- +1 253 215 8782 US (Tacoma)
- +1 346 248 7799 US (Houston)

Enter the Meeting ID number: 940 9542 2393 when prompted. You will then enter the Password: 913311 when prompted.

Or, to attend the Community Relations and Planning Committee meeting by Zoom computer audio click the following link: <https://natividad.zoom.us/j/94095422393?pwd=ZENlTGhVbGpUVzFINmRYenYzM08zQT09>

You will be placed in the meeting as an attendee; when you are ready to make a public comment if joined by computer audio please select the “Raise your Hand” option on the Zoom screen; and by phone please push #9 on your keypad.

1. If a member of the public wishes to comment on a particular agenda item, the public is strongly encouraged to submit their comments in writing via email to the Community Relations and Planning Committee at Natividadpubliccomments@natividad.com by 2:00 p.m. on the Thursday prior to the Committee meeting. To assist Natividad staff in identifying the agenda item to which the comment relates, the public is requested to indicate the Committee date and agenda number in the subject line. Comments received by the 2:00 p.m. Thursday deadline will be distributed to the Committee and will be placed in the record.

2. Members of the public wishing to comment on a specific agenda item while the matter is being heard may participate by any of the following means:
 - a. When the Chair calls for public comment on an agenda item, the Secretary of the Committee or his or her designee will first ascertain who wants to testify (among those who are in the meeting telephonically) and will then call on speakers one at a time. Public speakers will be broadcast in audio form only.
 - b. If speakers or other members of the public have documents they wish to distribute to the Committee for an agenda item, they are encouraged to submit such documents by 2:00 p.m. on Tuesday before the meeting to: Natividadpubliccomments@natividad.com. To assist staff in identifying the agenda item to which the comment relates, the public is requested to indicate the Committee date and agenda number in the subject line.
 - c. If members of the public want to present documents/Power Point presentations while speaking, they should submit the document by 2:00 p.m. on Thursday before the meeting at Natividadpubliccomments@natividad.com (If submitted after that deadline, staff will make best efforts, but cannot guarantee, to make it available to present at the Committee meeting.)
 - d. While the matter is being heard, a member of the public may submit a comment via email, preferably limited to 250 words or less, to the Secretary of the Committee at Natividadpubliccomments@natividad.com. To assist staff in identifying the agenda item to which the comment relates, the public is requested to indicate the Committee date and agenda number in the subject line. If the comment is received prior to close of public comment on an agenda item, every effort will be made to read the comment into the record, but some comments may not be read out loud due to time limitations or length of the comment (if the comment exceeds 250 words). Comments received prior to the close of the public comment period on an agenda item will be made part of the record for that item.
3. Members of the public who wish to make a general public comment for items not on the day's agenda may submit their comment via email, preferably limited to 250 words or less, to the Secretary of the Committee at Natividadpubliccomments@natividad.com. The Committee date and "general comment" should be indicated in the subject line. The comment will be placed in the record for the meeting, and every effort will be made to read the comment into the record at the appropriate time on the agenda.
4. Individuals with disabilities who desire to request a reasonable accommodation or modification to observe or participate in the meeting may make such request by sending an email to Natividadpubliccomments@natividad.com. The request should be made no later than noon on the Wednesday prior to the Committee meeting in order to provide time for Natividad to address the request.
5. The Chair and/or Secretary may set reasonable rules as needed to conduct the meeting in an orderly manner.

Call to Order

Mitch Winick, Chair

Roll Call

Agenda Additions/Corrections

Noemi Ferguson

Public Comments (Limited 3 minutes per speaker)

This portion of the meeting is reserved for persons to address the Natividad Community Relations and Planning Committee on any matter not on this agenda but under the jurisdiction of the Committee. Committee members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for factual information, or request staff to report back to the Committee at a future meeting.

Scheduled Items/Discussion Items

1. Receive a report on marketing and community relations, including the current marketing plan and provide direction to Staff as necessary **Andrea Rosenberg, Assistant Administrator**
2. Discuss and schedule next meeting dates **Charles Harris, MD, CEO**

Adjournment

NEXT Community Relations and Planning Meeting: TBD

***** VIDEO CONFERENCE TELEPHONIC MEETING *****

NOTE: Any individual may request a copy of the agenda, or a copy of all the documents constituting the agenda packet of any meeting of the Community Relations and Planning Committee as required by the Ralph M. Brown Act, Section 54954.1. Upon receipt of a written request, The clerk to the Natividad Medical Center Community Relations and Planning Committee shall cause the requested materials to be mailed at the time the agenda is posted pursuant to Section 54954.2 and 54956. Any request for mailed copies of agendas or agenda packets shall be valid for the calendar year in which it is filed, and must be renewed following January 1 of each year. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the American with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Individuals requesting a disability-related modification or accommodation, including auxiliary aids or services, may contact Natividad Medical Center Hospital Administration at 831.755-4185. These requests may be made by a person with disability who requires a modification or accommodation in order to participate in the public meeting.