

MINUTES OF MEETING – MAY 22, 2024
CENTRAL HEALTH
STRATEGIC PLANNING COMMITTEE

On Tuesday, May 22, 2024, a meeting of the Central Health Strategic Planning Committee convened in open session at 4:01 p.m. in person at the Central Health Administrative Offices and remotely by toll-free videoconference. Clerk for the meeting was Briana Yanes.

Committee members present in person: Chair Kitchen, Manager May, Manager Jones, and Manager Valadez

Board members present in person: Manager Museitif, Manager Motwani, Manager Martin, and Manager Zamora

Absent: Chair Brinson

PUBLIC COMMUNICATION

Clerk’s Notes: Public Communication began at 4:02 p.m. Chair Kitchen introduced one speaker for Public Communication because he had to leave before the public communication scheduled for 5:30 p.m.

Members of the Board heard from: Walter Moreau of Foundation Communities.

COMMITTEE AGENDA

- 1. Review and approve the minutes of the May 8, 2024 Strategic Planning Committee meeting.**

Clerk’s Notes: Discussion on this item began at 4:07 p.m.

Manager Martin moved that the Committee approve the minutes of the May 8, 2024 Strategic Planning Committee meeting.

Manager Valadez seconded the motion.

Chairperson Brinson	Absent
Manager Jones	For
Manager Kitchen	For
Manager Valadez	For
Manager May	For

- 2. Receive an update on Central Health’s Communications, Engagement, and Outreach efforts, including the Unified Branding Initiative for the Central Health System.**

Clerk’s Notes: Discussion on this item began at 4:07 p.m. Mr. Ted Burton, Chief Communications Officer, Mr. Ivan Davila, Sr. Director of Marketing and Communications, and Ms. Diana Berno, Creative Services Manager, presented on the rebranding of the Central Health System. They began by sharing a look at the research to-date (2019-2023). Next, they shared a look at the new brand identities for CommUnityCare Health Plans and Sendero Health Plans, as well as program brands. They then shared the new typeface, branding assets, and color palette. Next, they shared the new look of the website, presentation template, videos, social media, and collateral building signage. They ended by sharing the current launch timeline.

3. Confirm the next Strategic Planning Committee meeting date, time, and location.

At 4:31 p.m. Manager Martin moved that the Committee adjourn.

Manager Motwani seconded the motion.

Chairperson Brinson	Absent
Manager Jones	For
Manager Kitchen	For
Manager Valadez	For
Manager May	For

The meeting was adjourned at 4:31 p.m.

ATTESTED TO BY:

Chair Kitchen, Acting Chairperson
Central Health Strategic Planning Committee

Manuel Martin, Secretary
Central Health Board of Managers