

**Palomar Pomerado Health  
Community Relations Committee**

**May 20, 2009**

**START TIME: 3 – 5 p.m. --Start Promptly**

**456 Grand Avenue  
Escondido, Ca 92025**

	<u>Time</u>	<u>Page</u>
1. <b>Brand Intelligence Survey Results</b> Gustavo Friederichsen and Brian Lorenz, (Lorenz Advertising)	30	2
2. <b>Project 21SD</b> Nancy Roy, Kay Stuckhardt	10	3 - 15
3. <b>Marketing and HealthSource Department FY2010 Budgets</b> Gustavo Friederichsen, Janet Gennoe Klitzner	30	16
4. <b>Review Minutes—March 11, 2009</b>	5	17 - 22
5. <b>Board Members Q&amp;A</b>	10	23

Monthly Reports Included: (March and April, 2009) (Pages 24 - 49)

◆Marketing/PR ◆HealthSource ◆Community Outreach ◆Media Relations ◆Web Stats

**Please note: To abide by time schedule, individual questions or comments will be limited to 2 minutes per person.**

Distribution:

Voting Members:

Jerry, Kaufman, Chairperson  
Michael Covert, CEO  
Linda Greer, R.N.  
Bruce Krider  
Alt: Nancy Bassett, R.N.

Gustavo Friederichsen  
Tammy Chung  
Janet Gennoe Klitzner  
Nina Kim  
Nancy Roy  
Kay Stuckhardt  
Ann Koeneke  
Andy Hoang  
Tami Weigold

“If you have a disability please notify us at 858.675.5376, 48 hours prior to the event so that we may provide reasonable accommodations.”