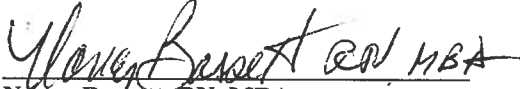
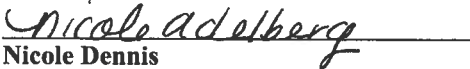


**Palomar Pomerado Health
BOARD OF DIRECTORS
JOINT PPH - PPHF BOARD MEETING
Palomar Medical Center/Graybill Auditorium
Monday, August 10, 2009**

AGENDA ITEM	DISCUSSION	CONCLUSIONS/ACTION	FOLLOW-UP/RESPONSIBLE PARTY
CALL TO ORDER	<p>5:30 pm</p> <p>Quorum comprised PPH Directors Bassett, Greer, Kaufman, Kleiter, Krider, Larson and Rivera.</p> <p>Quorum comprised PPHF Directors Bill Chaffin, Harold Dokmo, Terry McCune, John Forst, Craig Brown, Sue Herndon, Mike Stelman, Andy Pharies, and Jamie Rivas.</p>		
OPENING CEREMONY	The Pledge of Allegiance was recited in unison.		
MISSION AND VISION STATEMENTS	<p>The PPH mission and vision statements are as follows:</p> <p><i>The mission of Palomar Pomerado Health is to heal, comfort and promote health in the communities we serve.</i></p> <p><i>The vision of PPH is to be the health system of choice for patients, physicians and employees, recognized nationally for the highest quality of clinical care and access to comprehensive services.</i></p>		
NOTICE OF MEETING	Notice of Meeting was mailed consistent with legal requirements		
PUBLIC COMMENTS	None.		
CAPITAL NAMING POLICY AND GUIDELINES	<i>Terry Green</i>		
	<p>Terry Green introduced the Foundation's gift acceptance policies and guidelines. Andy Farris spoke about the Foundation's responsibilities and highlighted the processes of analyzing the gifts and the conflicts of interest. Mr. Green spoke about transparency and creating a culture of giving at PPH. A planning committee has been created by the Foundation to analyze the gifts received and to decide whether or not a gift may be received. Mr. Green asked that the PPH Board of Directors consider</p>	<p>MOTION: By Rivera, 2nd by Bassett and carried to approve the Gift Acceptance Policies and Guidelines as submitted.</p> <p>All in favor. None opposed.</p> <p>MOTION: By Rivera, 2nd by Bassett and carried to approve the Naming</p>	

AGENDA ITEM	DISCUSSION	CONCLUSIONS/ACTION	FOLLOW-UP/RESPONSIBLE PARTY
	<p>approving the gift acceptance policies and guidelines. The Board discussed the document at this point.</p> <p>Marsha Bryan presented naming opportunities for Palomar West. An \$800k proposal for the green roof is in discussions as is a proposal for the chapel.</p> <p>The Foundation is working with leadership to identify the needs at Pomerado for naming opportunities.</p>	<p>Opportunities as submitted.</p> <p>All in favor. None opposed.</p>	
LUTH RESEARCH STUDY	<i>Gustavo Friederichsen</i>		
	<p>Gustavo Friederichsen introduced Lorenz Advertising's PPH Brand Intelligence Survey. Brian Lorenz defined what a Brand is and how it is tested. Becky Wu outlined the primary objectives for the survey and explained the methodology. Mr. Lorenz summarized the key findings of the survey and highlighted the feelings toward the PPH brand and facilities.</p> <p>Mr. Friederichsen spoke about the difference in survey results between the feelings towards the PPH Brand and the feelings toward the PPH facilities.</p> <p>Ms. Wu spoke about the patient/visitor responses compared to the community responses. The awareness level of services provided by PPH was reviewed and the effects of the marketing campaign on awareness were summarized.</p> <p>The use of LT in marketing campaigns and as a spokesperson was reviewed and the return on investment was analyzed.</p> <p>Ms. Wu concluded the presentation with an outline of the competitor analysis and the key drivers. A media plan will now be constructed based on the results of the PPH Brand Intelligence Survey.</p>		
UPDATE ON NIGHT OF NIGHTS GALA	<i>Terry Green</i>		
	<p>Terry Green presented a summary from the Night of Night's Gala. The purposes of the gala were outlined and the net proceeds were reviewed. An analysis of the Charger's and the Tomlinson's impact on the proceeds from the gala were reviewed.</p>		
ADJOURNMENT	6:32p.m.		

AGENDA ITEM	DISCUSSION	CONCLUSIONS/ACTION	FOLLOW-UP/RESPONSIBLE PARTY
SIGNATURES <ul style="list-style-type: none"> <li data-bbox="279 272 514 302">▪ Board Secretary <li data-bbox="279 396 510 425">▪ Board Assistant 	<p data-bbox="655 217 1171 347">  Nancy Bassett, RN, MBA </p> <p data-bbox="655 380 1121 448">  Nicole Dennis </p>		