

**TEHACHAPI VALLEY HEALTHCARE DISTRICT
Strategic Planning Committee**

September 12, 2024, 12:30pm

Tehachapi Valley Healthcare District Office

116 W F Street, Tehachapi, CA 93561

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 268 102 961 858

Passcode: rTYj7v

[Download Teams](#) | [Join on the web](#)

Or call in (audio only)

[+1 347-566-2771,,142055430#](#) United States, New York City

Phone Conference ID: 142 055 430#

[Find a local number](#) | [Reset PIN](#)

AGENDA

I. CALL TO ORDER

II. PUBLIC COMMENTS ON ITEMS NOT APPEARING ON THE AGENDA

This time is reserved for persons to address the Board of Directors on matters not on the agenda over which the District has jurisdiction. Time is limited to 3 minutes per speaker. The Board of Directors can take no action on your presentation. Any person desiring to speak on an item on the agenda will be given an opportunity to do so prior to the committee acting on the item.

III. MINUTES APPROVAL

A. Approval of August 15, 2024 Strategic Minutes

IV. NEW BUSINESS

A. Business Plan

V. OLD BUSINESS

A. Grants

V. CEO REPORT

VI. BOARD COMMENTS ON ITEMS NOT APPEARING ON THE AGENDA

VII. ADJOURNMENT

TEHACHAPI VALLEY HEALTHCARE DISTRICT
Strategic Planning Committee - Special
August 15, 2024, 12:30pm
116 West F Street
Tehachapi, CA 93561
12:30pm

Board Members Present: Lydia Chaney, Christine Sherrill

Staff Present: Peggy Mendiburu, CEO

Guests: None

Transcribed by: Peggy Mendiburu

Approval: _____ Date: _____

I. CALL TO ORDER

Director Chaney called the meeting to order at 12:30pm

II. PUBLIC COMMENTS ON ITEMS NOT APPEARING ON THE AGENDA

None

III. APPROVAL OF MINUTES

Approved July 11, 2024 Strategic minutes: **MSA: Mendiburu/Chaney**

IV. NEW BUSINESS

A. 2024/2025 Fiscal Year Planning

- CEO Mendiburu reported that the Board approved bringing back the grant program in February. I budgeted \$22K towards outreach and was considering three grants at \$5000 each for the fiscal year. We can increase amounts or number of grants next year if funding remains good.
- Directors would like to give towards needs that better suits our health care mission. Some ideas are: used sports equipment and college student grants locally for students going into health care.
- Director Sherrill brought forward some examples of a strategic plan to address our strengths/weaknesses and what we can do with District funds. The Guild does do a good job in supporting the hospital and equipment for Adventist. We can look at other areas.

V. OLD BUSINESS

A. 20111 West Valley Update

No update.

VI. CEO Report (attached)

No update.

VII. BOARD COMMENTS ON BUSINESS NOT APPEARING ON THE AGENDA

None.

VIII. ADJOURNMENT

Meeting adjourned at 1:15pm

08/15/24 Strategic Minutes

P. Mendiburu

TIMELINE & METRICS

TIMELINE

ACTIVITY	DESCRIPTION	COMPLETION DATE

MILESTONES

MILESTONE	DESCRIPTION	COMPLETION DATE

KEY PERFORMANCE METRICS

ACTIVITY	DESCRIPTION	KEY METRIC

One Page Business Plan Template

1-2 Sentence max per response

What + How + Why	WHAT do we do?	
	HOW do we do it?	
	WHY do we do it?	

Who	Define customer problem	
	Define solution provided	

Competition	Top competitors	
	Our competitive advantage	

Marketing	Customer reach strategy	
	Referral generation strategy	

Revenue	Pricing & billing strategies	
	Income streams	

Funding	Funding request	
	Success milestone marker 1	

Situational analysis (SWOT)	Internal Factors	
	Strengths (+)	Strengths (-)
	External Factors	
	Opportunities (+)	Threats (-)