



**BOARD OF COMMISSIONERS**  
PUBLIC HOSPITAL DISTRICT NO. 1 OF KLICKITAT COUNTY  
Special Meeting of March 1, 2017; 5:30 p.m.  
KVH Conference Rooms A&B

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## SPECIAL MEETING MINUTES

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A special meeting of the Klickitat Valley Health (KVH) Board of Commissioners was held on Wednesday, March 1, 2017 at 5:30 p.m. in the KVH Conference Rooms A&B. President of the Board, Dennis Carver was the presiding officer. A quorum was present including: Commissioners Connie Pond, John Quinn, Mark Sigfrinius and Jim Daniel. Also present were: Leslie Hiebert, CEO; Charis Weis, HR Director, Kasey Schneider, Director of Quality and Risk; Jeff Teal, Ph.D., Director of Safety and Compliance; Hayley Greve, DNS; Jonathan Hatfield, IT Manager; Jonathan Lewis, Plant Manager; Jacinto Orozco, MD Chief of Medical Staff; Jim Semlor, Marketing; and Barbara Bostick, Recorder.

Board President Carver called the meeting to order at 5:32 p.m. He requested disclosure from the Commissioners of any conflict of interest items on the Agenda. Each Commissioner indicated that there were no conflicts of interest.

### **SPECIAL MEETING BUSINESS – Brand Refresh**

Jim Semlor began by asking the Commissioners for their general feelings concerning the thought of rebranding or brand refreshing. Commissioner Quinn noted that his biggest concern was related to changing the name of the hospital. His concern being that if “Community” were included in the name that it may be seen by some as being a place for people to go if they had no other alternative. Commissioner Daniel noted his agreement with the concern mentioned by Commissioner Quinn and added that the clinic put a great deal of effort into developing their current name and logo and he wanted make sure District staff are included in the process. Jim noted that he has a process that he has used previously that includes the staff and community input and he will be reviewing with the Commissioners. Jeff Teal inquired as to whether a rebrand or refresh could occur and be successful without changing the name. Jim noted that it could be done successfully without changing the name.

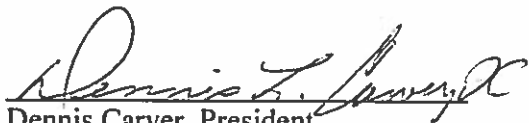
Jim Semlor continued by reviewing the Program Outline, Building Phases and Brand Launch details provided to the Board (Copy included in Board book). He noted that Phase One would begin with four focus groups, each meeting approximately three times. He continued on by outlining the steps involved in each additional phase. Jim noted that the process is not quick and that it could stretch out up to three years. Jim explained that many of the items that would be involved have already been budgeted for in 2017 including the new website, as well as exterior signage. He noted that the exterior signage may be done in two phases and that brochures, and other business tools could be replaced as they were used in order to ensure that the project remains fiscally responsible. Commissioner Quinn inquired if the current Mission, Vision, and Values would need to be redone as part of the plan. Jim assured him that the plan is to incorporate the current Mission, Vision, and Values into the brand promise.


Jim Semlor ended his presentation by advising the Commissioners that he will need their assistance in obtaining names of individuals in the community to include in the focus group phase of the process. He also noted that he would provide a report to the board at the monthly board meetings and would also be willing to do email updates to keep them apprised of the progress.

Commissioner Sigfrinius made a motion to move forward with a Brand Refresh plan as presented. Commissioner Pond seconded the motion. The motion carried unanimously.

**ADJOURNMENT**

There being no further business to come before the Board of Commissioners, Commissioner Daniel moved that the meeting be adjourned at 6:27 p.m. Commissioner Sigfrinius seconded the motion. The motion carried unanimously.

  
Dennis Carver, President

  
John Quinn, Secretary

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