



## BOARD OF DIRECTORS

Becky Campo, President  
Luis Avila, Vice-President  
George Gallo MacMaster, Secretary  
Anne Stokman, RN, Treasurer  
Steve Pittson, DC, Board Member

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### BOARD OF DIRECTORS WORKSHOP – Branding of the District

Monday, August 15, 2022 @ 6:30 PM

<https://us02web.zoom.us/j/85628693823?pwd=YXJxMnh0MUdDcEJFK0hRZm4yVUFJQT09>

1. **Welcome** – Karin
  - A. Purpose of meeting
  - B. Expectations
  - C. Outcomes
2. **Review of the Proposed Vision, Mission, and Values** (10 minutes) - Karin
  - Vision:* “A locally cultivated, healthier community.”
  - Mission:* “To provide, promote, and partner in quality healthcare for all.”
  - Values:* “Compassion, Commitment, Excellence”
3. **Name History** (FYI)
  - A. 1946 Patterson Hospital District
  - B. 1950 Del Puerto Hospital
  - C. 1976 Patterson Ambulance Company
  - D. 1984 Patterson District Ambulance
  - E. 1996 Del Puerto Health Care District
  - F. 2003 Del Puerto Health Center
4. **Name Recognition for Branding**
  - A. **Introduction of Gerbo Designs Team** (5 minutes) – Sally Gerbo
  - B. **Review Branding Purpose** (5 minutes) – Gerbo Designs Team
  - C. **Current logos and names feedback** (10 minutes) - Everyone
  - D. **Survey Results** (10 minutes) – Gerbo Designs Team
  - E. **Evaluate and Prioritize Branding Preferences** (10 minutes) - Everyone
  - F. **Brainstorm Branding Suggestions for Gerbo Team** (10 minutes) – Everyone
5. **Review and Close** - Karin
6. **Adjourn**