



STRATEGIC PLANNING COMMITTEE MEETING
MONDAY, September 23, 2013

Executive Suite Located at Highland Care Pavilion
1411 East 31st Street Oakland, CA 94602
Marla D. Cox, Clerk of the Board
(510) 535-7507

LOCATION:
Open Session: HCP Conference Center Room C

MEMBERS

Stanley M. Schiffman, *Chair*
Michele Lawrence
J. Bennett Tate
Barry Zorthian, MD

AGENDA

- TAB #1** **CLOSED SESSION** - None
- OPEN SESSION / ROLL CALL** – Convenes at approximately 3:30pm
- TAB #2** **ACTION: Consent Agenda**
(3:30 – 3:35 pm)
Stanley M. Schiffman, MD, Chair Strategic Planning Committee
- A. **Approval of the Minutes from the July 15, 2013 Strategic Planning Committee Meeting.**
- Recommendation: Motion to approve.*
- END OF CONSENT AGENDA***
- TAB #3** **REPORT: CSO Report**
(3:35 – 3:50 pm)
Carladenise A. Edwards, Ph.D., Chief Strategy Officer
- TAB #4** **PRESENTATION: AHS Marketing - Branding Campaign Timeline**
(3:50 – 4:20 pm)
Vintage Foster, President & CEO, AMF Media Group
- TAB #6** **UPDATE: AHS FY2013 – 14 Organizational Goals**
(4:20 – 4:40 pm)
Carladenise A. Edwards, Ph.D., Chief Strategy Officer

TAB #6 DISCUSSION: STRATEGIC CONSIDERATIONS

(4:40 – 5:00 pm)

Stanley M. Schiffman, MD

- A. Health Care Reform Preparedness
- B. Fall BOT Retreat Objectives

Public Comments

Board of Trustees Remarks

ADJOURNMENT