



BOARD OF DIRECTORS

AGENDA

Date: Thursday, March 31, 2011

Location: Chico Chamber
Conference Room

Time: 7:30 A.M. TO 9:00 A.M.

Address: 300 Salem Street
Chico

Chair: Steve Gonsalves

Attendees: Board of Directors

Guest: Jon Gregory

Preparation for Meeting		
	Please bring agenda and packet with you to the meeting.	Minutes from January Board meeting are also attached

I Objective for Meeting		
1	Objective 1: 1. Presentation by Enloe CEO Mike Wiltermood- Enloe Century Project and Strategic Plan	2. Presentation on the Innovation Scorecard by Jon Gregory and Bob Linscheid. Same as presented to the Chico Innovation Council (Job Creation Committee)

II	Action Items from Previous Meeting	Responsible	Due Date
1			
2			

III	Agenda Topics	Presenter	Duration
Intro	Welcome- Self Introductions	Steve Gonsalves	
1	Introduction of Presenter	Steve Gonsalves	2 minutes
2	Presentation: Enloe Century Project Update and Strategic Plan	Mike Wiltermood	15 minutes + questions
3	Introduction of Presenter	Courtney Nelson	1 minutes
4	Chico Innovation Council: Innovation Scorecard Process	Jon Gregory/Bob Linscheid	15 minutes
5	Other Business: City of Chico General Plan- Support for the West Park Avenue Extension	Bob Linscheid	10 Minutes
6	Old/New Business- Airport Marketing, County of Butte Update	All	10 Minutes

Meeting Schedule- Chico Innovation Council- April 14. Tech Group- April 8- Innovation Lab
Next Board Meeting- Thursday May 26th

IV Close Meeting	
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BOARD OF DIRECTORS - MINUTES for March 31, 2011

Meeting Title / Project Name & Number

Date: Thursday, March 31, 2011 **Location:** Chico Chamber Conference Room
Time: 7:30 A.M. TO 9:00 A.M.
Called By: Bob Linscheid, CEPCO President/CEO **Address:** 300 Salem Street
Attendees: Laura Hennem (Enloe Medical Center), Mark Hednry (Creative Compostion), Carolyn Carver (US Bank), Ken Lange (Dentist), Jim Morgan (CSU Chico), Katie Marskey (Oxford Suites), Dori Gladney (Oxford Suites), Ray Block (Wells Fargo), Jim Walker (Physician/Chico City Council), Weldon Larson (BayTEC Alliance), Katy Thoma (Rabobank), Jill Ortega (Recology), Jon Gregory (Golden Capital Network/GROW California), Mike Wiltermood (Enloe Medical Center). **STAFF:** Bob Linscheid, Matt Robertson

I		Open Meeting	
1	Objective 1: 1. Presentation by Enloe CEO Mike Wiltermood-Enloe Century Project and Strategic Plan	2	Presentation on the Innovation Scorecard by Jon Gregory and Bob Linscheid. Same as presented to the Chico Innovation Council (Job Creation Committee)

II		Action Items from Previous Meeting	Responsible	Due Date
1		N/A		

III		Agenda Topic	Notes
1		Introduction of Presenter	Steve Gonsalves introduces Mike Wiltermood, CEO of Enloe Medical Center
2		Presentation: Enloe Century Project Update and Strategic Plan	The tremendous improvements in operations and aesthetics from the Century Project to the facility are vital to Enloe's ongoing recruitment drive. Some features: doubles the available space on the Esplanade campus, significantly enhances single occupancy room capacity, far more energy efficient. There have been some labor issues and traffic may increase in areas by the campus, but Enloe has been very successful in labor relations and this process should continue peacefully. To deal with shifting finances as a result of state budgetary concern, the economic climate, and recently enacted health care reform, Enloe must debate whether or not to expand its geographic sphere to contract with large insurance companies. See attached presentation by Enloe Medical Center for details and specific figures. Enloe recently announced an alliance with UCSF Cancer Center. This partnership allows Enloe's Cancer Center access to clinical trials on an unprecedented scale, with the full-backing and organizational structure of a major medical research institution. Virtual board consultations, enhanced quality control, and case expediting resulting from the alliance places Enloe at the leading edge of healthcare in the North State.
3		Chico Innovation Council: Innovation Scorecard Process	Jon Gregory and Bob Linscheid presented to the board a program being developed by GROW California, the Innovation Scorecard. The Scorecard will rate a community's readiness and ability to help innovators on the "Innovation Path" resulting in a positive economic outcome, generating wealth and jobs along the way. This is essentially a contemporary-twist on CEPCO's tradition of studying Chico's economic climate and needs for improvement in order to further its economic development. GROW California, as represented by Linscheid and Gregory, is seeking a cooperative partnership with CEPCO, and the Chamber of Commerce, to develop this Scorecard, making Chico the first community to have one in what will be a state-wide effort. Rick Hubbard described the program as seeking to identify the "sparks of innovation in Chico" and then gauge Chico's ability to accomodate their company needs. A motion of support for the adoption of the Innovation Scorecard process was moved by Jill Ortega and seconded by Katy Thoma, passing unopposed.
4		Other Business: City of Chico General Plan- Support for the West Park Avenue Extension	The board reaffirmed its position of support for the West Park Ave. Extension's inclusion in the City of Chico's General Plan. The project was removed by the Planning Commission and is up for debate before the City Council as to it reinstatement in the plan on April 5th.

IV		Action Items	Responsible	Due Date
1		Provide feedback for Enloe's presentation to the City Council on Tuesday, April 5, attend if possible	Interested parties	5-Apr
2		Provide photographs, if not already received, to CEPCO	All w/o photo on website	Earliest convenience
3				

V		Decisions	
1		Affirmation of support for Enloe's ongoing construction efforts with clear knowledge of the benefits it provides our community	
2		The Innovation Scorecard process will proceed with CEPCO's support and cooperation in data gathering and analysis, in assoctaion with the Chamber of Commerce.	
3		West Park Avenue Extension should be reinstated into the City's General Plan	

VI		Close Meeting	
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ENLOE CENTURY PROJECT

CEPCO PRESENTATION

MARCH 31, 2011

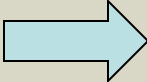



ENLOE CENTURY PROJECT

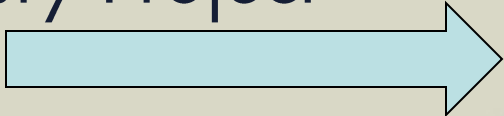
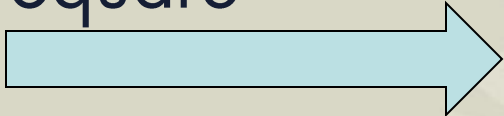
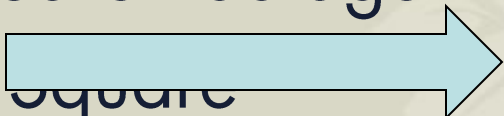

Why the Expansion?

- Increased seismic code requirements will render two inpatient wings of the current hospital obsolete by 2013
- Consumers expect private patient rooms
- Recruitment and retention of physicians and other clinical professionals
- To meet the needs of our growing community well into the 21st Century

ENLOE CENTURY PROJECT

- **Tower and Operating Room Completion Date** 
 - State Certification
 - Preview
 - Public Use
 - **Emergency Department Expansion**
 - Begins 
 - Ends 
 - **Park**
- August/Sept 2011
 - October/Nov 2011
 - November 2011
 - December 2011/January 2012
 - December 2011/January 2012
 - 2012
 - Fall 2013

ENLOE CENTURY PROJECT

- Total Century Project Cost  – \$175 Million
- Additional Square Footage  – 191,000 sq feet
- Current Square Footage  – 187,000 sq feet
- New Total Square Footage  – 378,000 sq feet

ENLOE CENTURY PROJECT

- Highlights:
 - All private rooms
 - Doubles the capacity of the existing Emergency Department
 - State of the Art surgical services

ENLOE CENTURY PROJECT

- Improves:
 - Patient Privacy
 - Noise Abatement
 - Infection Control
 - Energy Efficiency

ENLOE MEDICAL CENTER ANNUAL STATISTICS

- Budget
- Salary/Benefits (1730 Full Time Equivalent Employees)
- Admissions
- Outpatient Visits
- Ambulance Runs
- Helicopter Transports
- Charity Care
- \$365 Million
- \$192 Million
- 14,500
- 250,000
- 10,000
- 675
- \$18 Million

ENLOE CENTURY PROJECT

- Challenges:

- Health Care Reform and State Budget Crises will reduce revenues by \$8-\$12 Million Annually
- Increased debt service from Century Project - \$12 Million
- Commercial insurance plans may consolidate or cut special deals with larger health systems
- Increasing charity care (60% higher) and bad debt expense

SPECIAL THANKS

- City of Chico Planning Department and Staff
- Chico Avenues Neighborhood Association (CANA)
- Chico Economic Planning Corporation (CEPCO)
- Chico Chamber of Commerce