

**Meeting of the Board of Directors of Sonrisas Dental Health
March 15, 2018
SDH San Mateo Center Board Room**

MINUTES

1. **CALL TO ORDER:** Chair Taverner called the meeting to order at 18:36 hours.
2. **ROLL CALL: Present:** Directors Taverner, Cappel, Galligan, Hinshelwood, Macias, Navarro, and Young.
Absent: None.
Management: Dr. Bonnie Jue, Cheryl Fama, Dirk Alvarado.
3. **Approval of Agenda:** *It was moved by Director Galligan, seconded by Director Hinshelwood, and approved unanimously to accept the agenda as presented.*
4. **PUBLIC COMMENT:** None offered.
5. **APPROVAL of MINUTES (from November 16, 2017 and January 18, 2018):** *It was moved by Director Cappel, seconded by Director Galligan. Director Navarro abstained from approving the January 2018 minutes, as he was not present. All others approved as presented.*
6. **Welcome and Introduction of Vickie Yee – CFO Fama** introduced Peninsula Health Care District (PHCD) Chief Business Officer, Vickey Yee. Ms. Yee has been providing accounting assistance to SDH, as part of the PHCD/Sonrisas management agreement.
7. **MISSION MOMENT:**
Chair Taverner explained the idea and background of mission moments. Dr. Jue presented March's Mission Moment.
8. **OLD BUSINESS:**
 - a. **Accountant Position – Chair Taverner** gave approval in March to recruit a part-time accountant. Ms. Yee reported that there were 17 candidates that applied and asked Mr. Alvarado to schedule 3 for first-round interviews. These interviews will be conducted by Ms. Yee and Alvarado. Second-round interviews will be conducted by CEO Fama and Dr. Jue. Ms. Yee said we could recruit from colleges, if needed, and Account Temps offered to recruit candidates, as well. Ms. Yee concluded by projecting it could be 1-2 months before an accountant will be on board.

- b. **Comments on February Staff Reports – Chair Taverner** reminded the board that in lieu of a February meeting, staff sent out CEO and Director of Development and Special Projects reports. Taverner explained he wanted to give everyone an opportunity to ask questions and give input on the reports. Director Cappel said he appreciated the annotation of it and that reports are important to identify where trends are going.
- c. **Residency Program – Dr. Jue** reported that an offer was made to a former Sonrisas Coastside volunteer and is the husband of a former resident and current Sonrisas dentist. Dr. Jue went on to report that NYU is requiring the residency program to operate at one site 5 days a week. As a result, Coastside will be open five days a week beginning July 2018, when the new resident arrives.
- d. **UOP Extramural Rotation – Dr. Jue** reported that adding Fridays to the residency program will affect the UOP dental student rotation program, as there will not be enough chairs to support both programs and providers. Consequently, the UOP program would be on hiatus during the 2018/2019 academic year.

9. **FINANCIAL REPORT – CFO Fama and Ms. Yee** distributed and reviewed the P&L and Balance Sheet for December 2017 and January 2018. CFO Fama noted that the December visit volume was down and that there was investment in equipment and supplies which were ordered. Indirect costs are higher as Dr. Jue became full-time and Alvarado was added to the team full-time. CFO Fama also reported that IT was high as the last of the transitional IT services was completed, as was Account Temps.

January lost less than what was expected, but were still high. Dr. Jue pointed out that a Care Coordinator was hired in December adding to indirect costs but suggested Care Coordinators be considered as direct costs since they work directly with patients.

10. FUNDRAISING COMMITTEE REPORT: Committee Chair Hinshelwood

a. **Cooking for a Cause**

The fourth annual “Cooking for a Cause” will be held from 6-9 on April 19th (6-9 - pm). Director Hinshelwood explained that the event draws 110 people. He went on to say that overhead is low as most of the supplies and ingredients are donated making this a highly effective fundraiser. Case in point, this year, there was an anonymous donor that paid the cost of the venue. This is a great opportunity to tap into our networks and bring them to the event and introduce them to Sonrisas. Board members were encouraged to reach out within their networks to provide silent raffle prizes for the night of the event.

11. OTHER FUNDRAISING UPDATES: Mr. Alvarado

- a. **Grant Status** – 3 proposals were submitted to date, Coastside received two grants for a total of \$41,292 and that 4 more submittals would be completed by the end of the month.
- b. **Coastside Gives** – work continues towards the May 1 “Coastside Gives” date and that support of the board will be crucial as we spread the word of the fundraising event.
- c. **Raffle** – raffle items will be needed in support of the raffle and asked that items be something that could be mailed to out-of-area raffle winners

12. KEY INITIATIVES UPDATE – CEO Jue

- a. **IV Sedation** – progress appears to be inherently complex. All applications had been submitted to the California Department of Public Health: Central Application Unit (CAU) and Regional Office; however, additional questions are still being sent for clarification of services. Both departments need to provide approval before any services (i.e., IV sedation) are added to a Primary Care Clinic (Sonrisas). Dr. Jue has been working with both departments concurrently to expedite process, with the invaluable input from Dr. Ricci Chan and Dr. Alex Tarq (anesthesiologist).
- b. **Mobile Services** – Dr. Jue is continuing to seek partnerships with local community organizations, such as the Senior Focus group of Sutter Health. Dr. Jue is also planning adaptations of current mobile models to facilitate easier access of equipment. For instance, instead of needing to bring the large truck each time, a smaller unit can be used for screening and cleaning visits only, which would also decrease the need for a large space within the facility, if space is limited.
- c. **Increasing Revenue** – the new patient campaign had begun on March 1st with ads in the San Mateo Daily Journal and neighborhood mailers. New patient appointments and referral sources are being monitored closely.
- d. **FQHC Partnerships** – a meeting is scheduled on April 5th with the CFO of San Mateo Medical Center (County program) and the Director of their Dental Department to explore possible collaboration and sub-contracting, which would allow Sonrisas to carry out its mission by serving patients who have Denti-Cal, but at a higher rate than what we are currently receiving under a fee-for-service model.

13. MARKETING AND BUSINESS DEVELOPMENT – Mr. Alvarado

- a. **Private patient marketing plan** – The plan was launched March 1st through Yelp, Facebook, a direct mailing to 650 houses closest to our San Mateo Center and print ads running in the San Mateo Daily Journal twice a week through the month of March. Staff will be monitoring where new patients learned of Sonrisas. This information will assist in creating more pointed outreach efforts directed at bringing in new private insurance patients.

14. NEW BUSINESS

- a. **Forbearance Agreement** – Director Cappel explained that this extends loan and rent deferral through August 2018. Legal document that says they will delay money owed to the district for a specific amount of time. Taverner motioned to approve the agreement, Macias seconded. Under comments, Director Young asked if there should be a subcommittee of the board to ensure compliance by August stating it was important to show good faith to the district. Director Navarro said by having PHCD board members on the Sonrisas board, we are essentially doing this. Director Cappel agreed with Director Young and said the Sonrisas board needs to come up with a plan that should be presented to PHCD. Chair Taverner said this would be an important topic for a board retreat and made a motion to approve the agreement. Director Young seconded and unanimous approval.
 - b. **Internal Control Policy** – CFO Fama and Ms. Yee stated said that an Internal Control Policy is something that needs to be accepted to ensure proper money handling and accounting procedures were in place and to provide confidence to the board. The policy is modeled after the PHCD policy that has been reviewed by auditors. Director Cappel moved to approve the policy; it was seconded and all approved.
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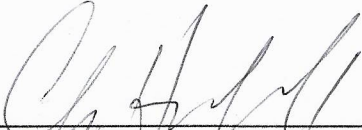
- c. **Need for Board Planning Retreat – Chair Taverner** inquired about the need for an April board meeting since it is supposed to take place on the same date as the “Cooking for a Cause” event. He suggested that a board retreat could take the place of the board meeting. Board members agreed and suggested three-hours minimum on a weekday. CFO Fama stated she will send out a doodle poll.

15. OTHER BUSINESS:


- a. Suggested agenda items for April meeting – Chair Taverner

16. ADJOURNMENT: There being no further business, the meeting was adjourned by **Chair Taverner** at 21:18 hours.

Written by Dirk Alvarado, Director of Development and Special Projects



Approved: **Clyde Hinshelwood, Secretary**



Approved: **Nigel Taverner, Board Chair**

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