



October 8, 2026

TO: Legal Counsel

News Media

Salinas Californian

El Sol

Monterey County Herald

Monterey County Weekly

KION-TV

KSBW-TV/ABC Central Coast

KSMS/Entravision-TV

The next regular meeting of the **TRANSFORMATION, STRATEGIC PLANNING AND GOVERNANCE COMMITTEE – COMMITTEE OF THE WHOLE** of the **SALINAS VALLEY HEALTH**¹ will be held **WEDNESDAY, OCTOBER 14, 2026, AT 12:00 P.M., in the HEART CENTER TELECONFERENCE ROOM, SALINAS VALLEY HEALTH MEDICAL CENTER, 450 E. ROMIE LANE, SALINAS, CALIFORNIA.**

(For Public Access Information Visit <https://www.salinasvalleyhealth.com/about-us/healthcare-district-information-reports/board-of-directors/board-committee-meetings-virtual-link/>.)

A handwritten signature in black ink, appearing to read "Allen Radner", is positioned above the printed name.

Allen Radner, MD
President/Chief Executive Officer

Committee Voting Members: **Victor Rey, Jr.**, Chair, **Rolando Cabrera, MD**, Vice-Chair, **Allen Radner, MD**, President/CEO, **Gary Ray**, Chief Legal Officer, **Nikolas Greenson, MD**, Medical Staff Member

Advisory Non-Voting Members: Jim Gattis, Jib Martins, and Anne McCune, Community Members

**TRANSFORMATION, STRATEGIC PLANNING & GOVERNANCE COMMITTEE
COMMITTEE OF THE WHOLE
SALINAS VALLEY HEALTH¹**

**WEDNESDAY, OCTOBER 14, 2026, 12:00 P.M.
HEART CENTER TELECONFERENCE ROOM**

**Salinas Valley Health Medical Center
450 E. Romie Lane, Salinas, California**

(Visit SalinasValleyHealth.com/virtualboardmeeting for Public Access Information)

AGENDA

1. Call to Order / Roll Call

2. Public Comment

This opportunity is provided for members of the public to make a brief statement, not to exceed three (3) minutes, on issues or concerns within the jurisdiction of this District Board, which are not otherwise covered under an item on this agenda.

3. Approve Minutes of the Transformation, Strategic Planning and Governance Committee Meeting of July 15, 2026. (REY)

- Motion/Second
- Public Comment
- Action by Committee/Roll Call Vote

4. Presentation on Clinical Research: From Discovery to Opportunity (ALBERT/NIELSEN)

5. Presentation on SVHC Physician Workforce Strategy (ALBERT/HEACOX)

6. Adjournment

The Transformation, Strategic Planning and Governance Committee meets quarterly. The next meeting is scheduled for Wednesday, **January 20, 2027** at 12:00 p.m.

This Committee meeting may be attended by Board Members who do not sit on this Committee. In the event that a quorum of the entire Board is present, this Committee shall act as a Committee of the Whole. In either case, any item acted upon by the Committee or the Committee of the Whole will require consideration and action by the full Board of Directors as a prerequisite to its legal enactment.

¹Salinas Valley Memorial Healthcare System operating as Salinas Valley Health

The Salinas Valley Health (SVH) Committee packet is available at the Committee Meeting, electronically at <https://www.salinasvalleyhealth.com/about-us/healthcare-district-information-reports/board-of-directors/meeting-agendas-packets/2026/>, and in the SVH Human Resources Department located at 611 Abbott Street, Suite 201, Salinas, California, 93901. All items appearing on the agenda are subject to action by the SVH Board.

Requests for a disability related modification or accommodation, including auxiliary aids or Spanish translation services, in order to attend or participate in-person at a meeting, need to be made to the Board Clerk during regular business hours at 831-759-3208 at least forty-eight (48) hours prior to the posted time for the meeting in order to enable the District to make reasonable accommodations.

CALL TO ORDER
ROLL CALL

(Chair to call the meeting to order)

PUBLIC COMMENT

DRAFT SALINAS VALLEY HEALTH¹
TRANSFORMATION, STRATEGIC PLANNING AND GOVERNANCE COMMITTEE
COMMITTEE OF THE WHOLE
MEETING MINUTES JULY 15, 2026

Committee Member Attendance:

Voting Members Present: **Victor Rey, Jr.**, Chair, **Rolando Cabrera, MD**, Vice Chair, **Allen Radner, M.D.**, President/CEO, **Gary Ray**, CLO

Voting Members Absent: **Nikolas Greenson, M.D.**, Medical Staff Member

Advisory Non-Voting Attendees Present:

In Person: Timothy Albert, M.D., CCO, Iftikhar Hussain, CFO, Clement Miller, COO, Alysha Hyland, CAO, Carla Spencer, CNO, Orlando Rodriguez, MD, CMO, Bazillia D. Gutierrez, CPO, Jim Gattis, Subject Matter Expert
Via Teleconference: Michelle Childs, CHRO, Anne McCune, SME

Other Board Members Present Constituting Committee of the Whole:

Via Teleconference: None

1. CALL TO ORDER/ROLL CALL

A quorum was present and Chair Rey called the meeting to order at 4:02 pm in the Heart Center Teleconference Room.

2. PUBLIC COMMENT: None

3. APPROVAL OF MINUTES FROM THE TRANSFORMATION, STRATEGIC PLANNING AND GOVERNANCE COMMITTEE MEETING OF APRIL 15, 2026

Approve the minutes of the April 15, 2026 Transformation, Strategic Planning and Governance Committee meeting. The information was included in the Committee packet.

PUBLIC COMMENT: None.

MOTION:

Upon motion by Dr. Cabrera, Vice Chair, second by Committee Member Dr. Radner, the minutes of the April 15, 2026 Transformation, Strategic Planning, and Governance Committee are approved as presented.

ROLL CALL VOTE:

Ayes: Rey, Dr. Cabrera, Dr. Radner, Ray

Nays: None;

Abstentions: None;

Absent: Dr. Greenson.

Motion Carried.

¹ Salinas Valley Memorial Healthcare System operating as Salinas Valley Health

4. MARKETING & COMMUNICATIONS OVERVIEW

Claudia Villalobos, Director Marketing & Communications, presented the Marketing & Communications Overview. The Marketing & Communications department aims to expand its impact through education, trust, and community connection. Key strategies include service line marketing, community messaging and event support, reputation building, internal communication, and educational material support. The goal is to support the mission of improving community health and strengthening Salinas Valley Health's position as a trusted healthcare leader. A significant focus is placed on Spanish-language advertising to better serve the local Hispanic/Latino population. Salinas Valley Health also promotes free primary care, preventive care, and women's health services available at community locations. Maternity service campaigns target women of childbearing age, expectant families, and high-risk pregnancies to increase awareness, enhance the organization's reputation, and drive patient volume through targeted marketing and community engagement.

A full report was included in the packet.

COMMITTEE DISCUSSION: The committee discussed marketing strategies, outreach efforts, and communication initiatives. Rolando Cabrera, MD, Vice Chair, requested additional information regarding the organization of the marketing team, physician involvement in marketing initiatives, digital marketing costs, and return on investment (ROI). The committee also discussed delivery volumes and new obstetric patient volumes, encouraging the exploration of additional strategies to increase patient growth.

Jim Gattis, Subject Matter Expert, noted that community outreach strategies have evolved and asked whether digital marketing efforts are effectively reaching the Spanish-speaking community. Claudia explained that marketing materials are developed in both English and Spanish and distributed through digital media, community partnerships, news outlets, and radio to expand outreach.

5. MOBILE CLINIC – OVERVIEW & FY27

Orlando Rodriguez, MD, Chief Medical Officer, presented the Mobile Clinic Overview & FY 27. The Salinas Valley Health Mobile Clinic aims to improve community health by providing preventive and primary care in underserved areas. Launched in 2020, it has expanded services and locations, with operating expenses steadily increasing. Key milestones include partnerships, free services for the uninsured, and dedicated staff. The clinic has a significant community impact, offering various health services and addressing social determinants of health, despite challenges like staffing, limited capacity, and vehicle issues. Plans to expand its schedule and locations in FY27.

A full report was included in the packet.

COMMITTEE DISCUSSION: The committee discussed opportunities to expand the mobile clinic by increasing service locations and operating hours. Rolando Cabrera, MD, Vice Chair, asked whether funding opportunities had been explored through MCOE, and Lynette confirmed that outreach had been conducted previously. Dr. Cabrera also inquired about partnerships with the local health department. Dr. Rodriguez and Lynette explained that multiple funding sources and partnership opportunities have been explored. Jim Gattis, Subject Matter Expert, suggested pursuing support through the Community Foundation. Bazillia D. Gutierrez, Chief Philanthropy Officer, noted that the team continues to pursue grant funding and collaborate with community organizations.

The committee expressed strong support for the mobile clinic and its impact on the community. Dr. Cabrera commended Dr. Rodriguez for his leadership and service. Victor Rey, Jr., Chair, shared that he has seen the mobile clinic operating in the community and expressed pride in its presence. Committee members also commented that they appreciate receiving regular updates on the mobile clinic and its continued success.

6. ADJOURNMENT

There being no other business, the meeting was adjourned at 5:00 pm The Transformation, Strategic Planning and Governance Committee meets quarterly. The next meeting is scheduled for Wednesday, **October 14, 2026** at 4:00 p.m.

Victor Rey, Jr., Chair
Transformation, Strategic Planning and Governance Committee

*CLINICAL RESEARCH: FROM
DISCOVERY TO OPPORTUNITY*

(VERBAL REPORT)

(Albert/Nielsen)

*SVHC PHYSICIAN WORKFORCE
STRATEGY*

(VERBAL REPORT)

(Albert/Heacox)

ADJOURNMENT