

Cerro Gordo County Board of Health  
Friday, November 16, 2007

Present: Mark Johnson, M.D. Chairman  
Candi Schickel, Vice Chair  
Barb Kellogg, Secretary  
Pat Galasso  
Phil Dougherty

Staff: Ron Osterholm, Health Director  
Linda Read, RN, BSN, Service Manager, Family & Community Health  
Brian Hanft, REHS, MPA, Environmental Health Service Manager  
Karen Crimmings, RN, Disease Prevention and Investigation Service  
Leslie Smith, MPH, Health Planning and Development Service Manager  
Jodi Willemsen, Public Health Preparedness Service Manager  
Tammy Bryant, Health Promotion & Education Service Manager

Guests: Michelle G. Chuk, MPH, Senior Advisor, National Association of County  
and City Health Officials (NACCHO)

This is an informal strategic planning meeting of the Board of Health with no official action taken.

The meeting was called to order at 12:33 pm.

Strategic Planning Work Session: As requested by Dr. Johnson, Ron Osterholm presented the Board with a brief overview of the previous days' strategic planning session. Osterholm explained the mission, vision and value statements were reviewed first followed by the strengths/weaknesses/opportunities/threats (SWOT) list. Osterholm indicated no unexpected or common themes were seen and the staff's consensus came together quickly.

Michele Chuk mentioned obtaining both internal and external SWOT lists from staff as well as what they wanted from strategic planning. The overall goal is to establish a strategic direction with executable objectives.

Leslie Smith presented the proposed new mission, vision and value statements for the Board's approval. Regarding the jurisdiction relating to these statements, Osterholm stated the legal requirement of the Board of Health/Health Department is to stay within the boundaries of Cerro Gordo County. Osterholm mentioned the vision statement is a statement of what an organization wants to look like in 5-10 years. Chuk added that our entire strategic direction is aimed towards partnership, thus the vision statement should be broad/comprehensive, not detailed.

Chuk presented eight strategic directions to the Board, urging them not to look at the objectives listed under each. Osterholm went through each strategic direction with the Board.

The meeting adjourned at 3 pm.

There is a budget meeting scheduled for Friday, December 14, 2007 at 12:15 pm.

Respectfully Submitted,

Barb Kellogg  
Secretary