

ST. JOHNS COUNTY CIVIC ASSOCIATION ROUNDTABLE

-- REVISED --

Agenda for

MONDAY – DECEMBER 11, 2006

9 – 11 am

Main County Library
U.S. 1 and San Carlos Avenue

: *Program* :

**FLORIDA'S K12 TESTING SITUATION and
SAINT JOHNS COUNTY 2006 FCAT RESULTS**
Presented by David Wiles, RT Education Committee
and Drs. Solms, Kirk and Mickler

&

PROPOSED AGENDA FOR COMMISSIONER MANUEL
Commissioner Tom Manuel Outlines his Ideas for Our County

&

IMPORTANT COUNTY ISSUES

? What are Issues the Roundtable should put on 2007 Meeting Agendas ?

~ ~ *Wish List for the New Commission* ~ ~

a forum for those attending December Meeting

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**ROUNDTABLE WEBSITE:** [www.sjcroundtable.org](http://www.sjcroundtable.org)

Email: [info@sjcroundtable.org](mailto:info@sjcroundtable.org)

ST. JOHNS COUNTY: [www.co.st-johns.fl.us](http://www.co.st-johns.fl.us)

ST. JOHNS VISION: [www.stjohnsvision.com](http://www.stjohnsvision.com)

**ROUNDTABLE INFORMATION:**

Sacha Martin, Secretary, 501-5545: 133 Coastal Hollow Circle 32084

[sachamartin@msn.com](mailto:sachamartin@msn.com)

Chairman: Walter Rohrer (543-9809), Vice Chair: Henry Warner (461-3245)

Treasurer: Barrie Higgins (794-1599), Secretary: Sacha Martin (824-1212)

: **Committee Chairs** :

*Membership:* Walter Rohrer (543-9809) & Linda Oakley (471-7555)

*Growth Management:* Marcy Silkebaken (273-8047)

*Government & Budget:* Dan MacDonald (273-5855)

*Education:* David Wiles (471-1896)

**ST. JOHNS COUNTY  
CIVIC ASSOCIATION ROUNDTABLE  
Minutes for November 13, 2006**

**Program:** AN EVOLVING MODEL for PROVIDING HEALTH CARE SERVICES

**Presenters:** Maria Colavito, PhD, Director, SJC Department of Health and Human Services with the HHD staff: Sherry Russell (Networks/Data), Rex Emerick (Prevention/Grants), Jason Cober (MH Quality), Todd Berohen (MH Manager), Perry McDonald (Asst Director, HHS)  
*[ 1955 US1 South, 32086 , 209-0683, mcolavito@co.st-johns.fl.us ]*

*There were about 50 present, including Joe Adams, Florida Times Union, Cathy Kramer, Ponte Vedra Recorder, Christina Abel, Times Union Shorelines, Laura Fowler, Beaches Leader, Chuck Mulligan, Sheriff's Office, Commissioner Tom Manuel, Ron Sanchez, and State Rep Bill Proctor. Treasury \$2,443.34.*

To prepare for realistic changes needed in the County Health Care system, the Department of Health and Human Services has begun to look at correlations which may arise from a collection of data (past 2.5 years) of actual health care occurrences, not only by type of response needed to what illness, but response required by geographic section of the county (based a great deal on the 2000 census and initially overlaid by zip code).

Data has been collected from health care responses from the School Department, Mental Health and Health and Human Services Department, Flagler Hospital Primary Care Clinic, Hastings Primary Care Clinic, Fire Rescue Department, Abuse/Maltreatment Findings and Department of Juvenile Justice Charges.

The data was segregated by population by zip codes (for geographic reference, with the old 32084 portion of 32080 incorporated into 32080), by age, income, poverty level, hardship index. Data collection of actual occurrences was to be used to see what correlations could be made and what focus was needed to follow on the results. Hopefully this data will indicate WHERE and HOW MUCH we need to put healthcare services or make them available.

Who is coming in as a patient now, and what are they being diagnosed with? What are people calling 911 for? Many 911 calls are not emergencies, but are primary care cases.

The goal is Community Based Care (CBC) which is comprehensive and which incorporates the needs of all providers to cooperate with each other, integrating primary care services with a County-based care initiative. HHS is attempting to look at this as a person centered paradigm—looking at it from the perspective of the person served.

A wellness model is not merely the absence of disease or infirmity. All counties in the state have been legislated to establish primary care guidelines and services. Our county has not previously applied for available challenge grants because we had to have more than 150,000 residents to do this. We have this threshold now. Health is a quality of life indicator.

What is Community based PRIMARY CARE? Acute care and preventative services made available to well and sick persons unable to obtain such services due to lack of income or other barriers beyond their control. Services are provided at home, in group setting, in clinics.

The challenge in SJ County is who will provide care, when and how and where will the funding come from. (for example, EMC have their own charging system as does the Flagler Emergency Room, Schools provide partial funding; 50% of dentists are providing pro bono work.)

The question for us today is, "How do we establish a better system of care, and an integrated system with all the providers?" The challenges are \***ACCESS** – not defined merely due to lack of financial resources but also to limited available of services or transportation. \***VALUE** – Strategies for each service center based on community needs with quality of life benchmark measures of satisfaction. \***DUAL DIAGNOSIS** – Communication between primary care, behavioral healthcare systems. \***NAVIGATION** -- communication of available services, getting the prescriptions once the diagnosis is made. \***EDUCATION** – multidisciplinary program for Prevention and Wellness.

For ACCESS, we need to develop a plan which serves the community on a geographic needs basis which provides transportation to care or mobile clinics. For VALUE, how can performance be improved and outcomes be best dollar cost per patient. Redefinition focusing on medical conditions, types of service needed. Results need to be measured and methods used evaluated. New approaches to pricing.

For DUAL DIAGNOSIS, research has shown coordination between Mental Health and Physical Health is a key issue. Adults with common medical disorders have high rates of depression or anxiety. For NAVIGATION, 45% of patients with a chronic illness reported they received no help from their doctor or health plan to coordinate medical services and lack of ability to feedback condition to doctors.

Child Abuse and Neglect and Juvenile arrests have a major impact on health care needs and prevention of these needs. Many were using Fire Rescue for their primary care service. A preventative or intervention strategy program could be a healthcare preventative initiative. 2/3 of parents with abused children were abused themselves. A strategy would be to break down this scenario. Social issues are often healthcare issues. Childhood abuse is related to adult depression, aggression, hostility and anxiety disorders.

Some statistics presented.: Top 5 Medical conditions reported. **Schools** – Asthma, Medicine Needy, Insect allergy, Food allergy, diabetes. **Mental Health Dept** – Alcohol, cannabis, depression, PTSD, ADHD. **Flagler Primary Care** – Hypertension (29%), Upper Respiratory (24%), pain management, follow up exams, diabetes. **Hastings Primary Care** – Upper Respiratory, Hypertension, Pain Management, Well child care, Diabetes. **Fire Rescue** -- Cardiac (26%), stroke, abdominal/pain/headache, assessment, syncope, psych disorder, seizure, respiratory, nausea/vomiting, general illness.

**Leading Cause of Death** per 100,000 population – heart disease 207, cancer 177, stroke 39, COPD 42, Diabetes 14, Pneumonia/flu 16, liver disease 9.5. Mortality rates can be key indicators. All departments indicate upper respiratory, heart, and pain management conditions as most prominent reasons to seek health care. There are clear risk factors in substance and alcohol abuse.

Dr. Colavito said they are not presenting solutions today, but some basic raw data as a beginning of forming some strategies for better and integrated healthcare for St. Johns County in the future. We are looking at the trends and environmental factors. To Integrate needs with preventative services.

**RT Comments:** *We would like to see an analysis in terms of cost of services vs. services provided, for example, per patient. How can we do what we need to do in the cheapest most effective way? Let's know what we are getting for the dollar. How much are we spending at Flagler or Hastings?. Can payments be made by diagnostic code, or is this the most effective way? Can we also look at causes? What causes heart disease? What role does poverty play? Is one of the biggest causes chemical dependency? What is being done in terms of prevention?*

## **OTHER ROUNDTABLE BUSINESS**

**Education Committee** – We are in process of an interchange of information and its accuracy.

**Growth Management Committee** – On the height issue, we need to look at what other counties have done.

**Membership Committee** – We are doing a slow dance with Placencia.

**Nominating Committee** – All of the current Roundtable officers have expressed a willingness to continue next year, except Sacha Martin, Secretary, who will have some conflicts coming up during 2007.

**Budget Committee** – The Amphitheatre Contract has come under question from the St. Johns Cultural Council, representing the performing arts community, on the basis that the fees for non profits in the contract as initially proposed in effect will render use of the amphitheater an impossibility for these non profits who had understood that the Amphitheater was, in part, being constructed for their use. It also incorporates use by other community groups for festivals and for a farmers market. At least 60 different organizations have to date come under this umbrella. The County Purchasing Manager is asking that the contract be fast tracked. Michael Hunt, the county attorney assigned to this matter has indicated that are many unresolved issues. The question is, who really has the expertise to draw up an entertainment contract? Unless this contract is thoroughly examined there may well be “unintended consequences” in the future. There is evidently an \$800,000 proposed operating cost per year for the amphitheatre. [ Contact = Phil McDaniel, [pmcdaniel@stjohnsculturalcouncil.org](mailto:pmcdaniel@stjohnsculturalcouncil.org), 826-4146, fax: 826-4115, 806-1440 cell. ]

Comments or questions on other budget matters -- There is a question about the bonds proposed to be issued in tomorrow's BCC meeting. If all issued they could strip the budget. Even if bonds are approved or authorized, they do not have to be issued. There is an annual cost to keep parks and open spaces open of about \$3 million, but little incoming revenue from them for support.

**Northwest Coalition** – Al Abatiello reported that 24 Neighborhood Associations are being solicited to be part of this citizen initiative.

**St. Johns Vision Task Force** has been put into place to reformulate existing strategies so they can be better implemented. Previously the Roundtable had voted not to participate in Vision activities so they could act as a watch dog. Chairman Walter Rohrer has been asked to participate, along with leaders of the community in their different fields of expertise. The Vision would like be certain that homeowners associations have an opportunity to participate. Comments from the Roundtable were negative, saying that the hiring of the facilitator should have gone through the county purchasing process. Sacha Martin said that for a 501(c)(3) organization, the Vilano Beach group was able to select the best possible consultant with nationally recognized experience, which was usually the only person with the experience and the best person for the job they needed for a short term consulting assignment. The previous Vision facilitator had a long term contract. Mr. Rohrer agreed to join the task force as a watch dog in the last 2 of 4 Task Force sessions.

To: SJC Roundtable –

In the past we forwarded remarks from Phil McDaniel, St. Johns Cultural Council, on behalf of the non profit performing arts community asking that the Amphitheatre Contract be changed so that it was possible for non profit groups, festivals, farmers markets, etc. to be able to use the Amphitheatre, and on an affordable basis, we are forwarding the remarks from Bruce Lucker representing the Amphitheatre Operations Contractor selected by the BCC. Workshops on this begin December 4 at the BCC auditorium.

*Excerpts from Remarks Made at County Commission Meeting -- November 14, 2006*

**From:**

Bruce Lucker, 545 Granada Terrace, St. Johns County, President and CEO of Signature Entertainment

**To the Board of County Commissioners**

“Thank you” for:

- Your service to the Community
- Your leadership in taking on the tough issues
- Your courage to fund programs that enhance our quality of life
- Selecting Signature Entertainment (St. Johns County Based Staff) to operate, promote and manage the St. Augustine Amphitheatre.

Much has been said about the importance of the Arts and Cultural community of St. Johns County. In our opinion, they represent one of our most treasured assets and important stakeholders. Therefore, beginning next week, we will start to meet with

representatives of various organizations in the Arts and Cultural community to assess how we might best “partner” with each group to help ensure the success of their respective events and activities.

However, there is much more that needs to be done in preparation for a Spring 2007 Grand Opening – just **four** months from today. Some of these tasks include:

- Planning for a major concert event to celebrate The Players Championship in May featuring a nationally known music artist.
- Working with the Jacksonville Symphony to schedule a series of concerts with guest artists such as Norah Jones or Kenny G.
- Reaching out to the Military Services to schedule Military Band recitals and competitions
- Together with Superintendent Joyner, confirming dates for St. Johns County based high school graduations and helping to make these important events both memorable and enjoyable for the students, their families and friends.
- Securing Touring Children’s Programming from magic shows to Juni B. Jones.
- Scheduling national film distributors to participate in a “Hollywood Under the Stars” Feature Film Series.
- Reaching out to the St. Johns County religious community to host various activities from Easter Sunrise Services to a Sunday Brunch featuring a Gospel Choir.
- Routing touring Broadway theatrical musical productions such as “Grease”, “Mama Mia” and “A Chorus Line.”
- Inviting nationally recognized comedy performers such as Chicago’s “Second City Improv” to appear as part of a summer comedy series.
- In honor of Black History Month, presenting legendary musicians in the R & B and Jazz genre.
- From St. Augustine’s version of Oktoberfest to participating in Biketoberfest, our staff is committed to partnering with local, regional and national promoters to fill out an annual calendar of diverse, entertaining and culturally enriching programming.

However, we also will have a responsibility to all of the citizens of St. Johns County to make every effort to reduce and ultimately eliminate the deficit of operating the Amphitheatre.

Anyone who has read the Fishkind report knows that one of the highest priorities of the incoming County Commission will be to seek out and find alternative ways to raise county revenues.

And so, it will be our commitment to do everything in our power to look for ways for the Amphitheatre to become self-funding as soon as possible. This will be accomplished through a combination of revenue streams, including: Sponsorships, Advertising, Hospitality Ticket Packages, Corporate Events, Facility Rentals, Concessions and Merchandise Sales.

In addition, we intend to work closely with the Tourist Development Commission and the SJCVB to create 'getaway' packages that will generate incremental visitors to St. Augustine to enjoy our Restaurants, Hotels and Inns along with an evening of wonderful entertainment.

Mike Rubin, Fred Halback, Joe Burch and a host of dedicated, qualified consultants and contractors have provided us with a first class facility. They are now at a crucial point where they have asked for our input, as the designated operator, to help finalize a number of outstanding categories including:

- Purchase of Sound and Lighting Equipment
- Purchase of Furniture, Fixtures and Equipment (FF&E)
- Graphics and Signage Specs
- Point of Sale Systems (POS)
- Kitchen Design and Equipment Requirements
- Concessions Layout and Equipment Requirements
- Box Office Specs

In addition, work should proceed on a:

- Parking Plan (with input from the Sheriff's Dept)
- Guest Security Plan
- Risk Management Program
- Guest Shuttle Service/Transportation Plan
- Recruitment, Hiring and Training of Staff and Volunteers

As well as:

- Programming a diverse and robust year long calendar of events
- Launching a Marketing and Communications program to generate revenues

For those of you on the BOCC who will leave us shortly to return to your private lives, we say 'Thank you' for your service. For those of you who remain, and to our new commissioners, we ask you to make the Amphitheatre a TOP PRIORITY. We hope you will consult with County Staff and provide your input so that approval of our contract can be completed. We are looking forward to collaborating with the Arts and Cultural groups of St. Johns County and ALL of the various stakeholders who will each contribute to building a "legacy of success" for the St. Augustine Amphitheatre.

Thank you.