



# Monterey County

Item No.

## Board Report

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

Legistar File Number: PAR 22-019

April 26, 2022

Introduced: 4/14/2022

Current Status: Agenda Ready

Version: 2

Matter Type: Preliminary Analysis  
Report

Receive a preliminary analysis report in response to **Board Referral No. 2022.13** to name a portion of Natividad Medical Center after Barbara Shipnuck.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a preliminary analysis report in response to **Board Referral No. 2022.13** to name a portion of Natividad Medical Center after Barbara Shipnuck and:
  - 1) Direct that staff proceed with the completion of the referral based on the description in this report; or,
  - 2) Direct that staff:
    - i. Proceed with completion of the referral based on modifications by the Board; or,
    - ii. Return to the Board with a more comprehensive analysis of referral and anticipated effort for completion; or,
    - iii. Rescind referral.
- b. Provide further direction, as appropriate.

### PRELIMINARY ANALYSIS:

**Referral Summary & Background:** Board Referral 2022.13 assigned on March 22, 2021, submitted by Supervisors Mary Adams and Wendy Root Askew, directs Natividad Medical Center to name a portion of Natividad Medical Center after Barbara Shipnuck, the first woman elected to the Monterey County Board of Supervisors, representing District 2. Shipnuck held this position from 1979 through 1994, and throughout her tenure she was a strong advocate for health care for all residents of Monterey County. Among her many accomplishments she was instrumental in creating the Natividad Foundation in 1988, a non-profit fundraising arm of the hospital, she created the first ever Board of Trustees in 1989, and she was critical in securing funding for Natividad's modern building and campus that exist today, including negotiating Certificates of Participation with Wall Street. Barbara Shipnuck passed away on January 6, 2022.

**Proposed Project Description:** Supervisors Mary Adams and Wendy Root Askew and family and friends of Barbara Shipnuck have requested that a portion of Natividad Medical Center be named after the late Barbara Shipnuck to recognize the great work that she did while serving as the first woman on the County Board of Supervisors. Natividad agrees with this recommendation, and also recognizes the need to develop and formalize a County policy outlining the process and criteria for naming facilities and programs at the County owned Natividad Medical Center. The policy will

establish criteria and guidelines for Natividad, Natividad Board of Trustees, Board of Supervisors Capital Improvement Committee, and Board of Supervisors in the naming process. The Board of Supervisors is the only body authorized to convey naming rights to publicly owned facilities. The policy will also address Natividad's unique needs to respond appropriately to significant gifts, as well as to public requests to posthumously honor extraordinary individuals.

Once this policy has been approved by the Board of Supervisors, Natividad will bring forward to the Board of Supervisors the recommendation to name a portion of Natividad Medical Center in memory of Barbara Shipnuck.

**Estimated Project Cost:** The total costs of the project will be dependent on the style, material, type, and quantity of signage utilized. The costs which include signage and installation can vary from approximately \$20,000 to \$50,000. The cost of the project will be funded from Natividad's Enterprise fund.

**Staffing Level Estimate:** No additional staff is needed at this time.

**Departmental Challenges:** Natividad will finalize the location, wording, and signage type for the naming request.

**Proposed Response Date:** Natividad plans to respond to this referral with a presentation of Natividad's naming policy to the Capital Improvement Committee on May 9, 2022 and Board of Supervisors to follow in May 2022. Natividad anticipates returning to the Capital Improvement Committee on June 13, 2022 and Board of Supervisors to follow in June 2022 with a recommendation to name a portion of Natividad Medical Center after Barbara Shipnuck.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This recommendation advances the Board of Supervisors Administration and Health and Human Services Strategic initiatives, by recognizing extraordinary individuals who have made a profound and enduring impact to the healthcare of Monterey County residents.

Mark a check to the related Board of Supervisors Strategic Initiatives

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by: Andrea Rosenberg, Assistant Administrator, Natividad Medical Center

Approved by: Charles R. Harris, MD, CEO, Natividad Medical Center

Attachments:

Board Referral No. # 2022.13

Dr. Charles R. Harris  
Charles R. Harris, M.D., Chief Executive Officer

4/15/2022  
Date