



County of Monterey

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

Board Report

File #: RES 22-137, **Version:** 1

Consider adopting a resolution to:

Approve naming of Building 400 of Natividad Medical Center (“NMC”) the Barbara Shipnuck Professional Center, in honor of Barbara Shipnuck, for her profound, enduring, and extraordinary contribution to the healthcare of current and future generations of Monterey County residents, subject to the conditions on naming of NMC facilities set forth in Naming Monterey County-Owned and Operated Facilities and Programs at Natividad Medical Center Policy, G-149 (unanimous approval of those present and voting required).

RECOMMENDATION:

It is recommended that the Board of Supervisors consider adopting a resolution to:

Approve naming of Building 400 of Natividad Medical Center (“NMC”) the Barbara Shipnuck Professional Center, in honor of Barbara Shipnuck, for her profound, enduring, and extraordinary contribution to the healthcare of current and future generations of Monterey County residents, subject to the conditions on naming of NMC facilities set forth in Naming Monterey County-Owned and Operated Facilities and Programs at Natividad Medical Center Policy, G-149 (unanimous approval of those present and voting required).

SUMMARY/DISCUSSION:

Supervisors Mary Adams and Wendy Root Askew and family and friends of Barbara Shipnuck have requested via Board Referral 2022.13 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, 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.

Natividad recommends that the Board of Supervisors approve this request. The request meets all of the general requirements of, and selection criteria for honorific naming outlined in, County Policy G-149, entitled, *Naming Monterey County-Owned and Operated Facilities and Programs at Natividad Medical Center Policy*.

Pursuant to Policy G-149, the Board may memorialize existing facilities and/or programs at Natividad in response to a public request to posthumously honor individuals in Monterey County when the individual to be honored has made a demonstrable, significant and direct contribution of time, talent or “in-kind” financial support for Natividad that provided a profound and enduring extraordinary benefit and contribution to healthcare of current and future generations of Monterey County residents that warrants special recognition. Barbara Shipnuck’s extraordinary and direct contributions as a county supervisor spearheading the modernization of the Natividad campus, locating the funding to support construction, and developing the Natividad Medical Foundation have left a deep and long-term benefit to healthcare of all Monterey County residents, now and for generations to come. The Natividad CEO recommends that Building 400 Professional

Center be named the Barbara Shipnuck Professional Center. The services provided in Building 400 represent the care continuum offered by Monterey County’s Health System. Additionally, the Mammography Department was named after Barbara in the old hospital in the late 1990s, and the current Mammography Department resides in Building 400. Naming the building after Barbara Shipnuck would memorialize the profound impact she had on health care in Monterey County.

For this naming request, Policy G-149 requires unanimous approval of those Board of Supervisors members present and voting.

OTHER AGENCY INVOLVEMENT:

Pursuant to Policy G-149, on April 18, 2022, the Natividad Board of Trustees supported to recommend approval of the request to name Building 400 after Barbara Shipnuck. On July 11, 2022, the Capital Improvement Committee reviewed this naming opportunity and concurred in support of the request.

FINANCING:

The total cost for signage is estimated to be \$30,000. This includes exterior signage on the side of Building 400, signage on the entryway glass on the front doors of Building 400, a new exterior monument directional sign, and a plaque for inside the building. The cost of the project will be funded from Natividad’s Enterprise fund.

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, CEO, Natividad Medical Center

Attachments:
Signage mock-ups
Board Resolution