

MARIN HEALTHCARE DISTRICT

100-B Drakes Landing Road, Suite 250, Greenbrae, CA 94904

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**Board of Directors
Lease, Building, Education and Outreach Committee
Monday, June 10, 2024 @ 5:00 PM
Marin Healthcare District Office**

MINUTES

1. Call to Order

Chair Rienks called the meeting to order at 5:01 pm.

2. Roll Call

Committee members present: Jennifer Rienks, PhD (Chair); Samantha Ramirez (Board Member); Cathy Taylor (Community Member); Molly Koehler, MD (Community Member)

Staff present: David G. Klein, MD, CEO; Tricia Lee (EA)

Guest present: Jill Kinney (VP Marketing and Communications)

3. Public Comment

There was no public comment.

4. Approval of the Agenda/Approve of Minutes

Agenda approval: It was moved, seconded and carried to approve the agenda.

Minutes approval: It was moved, seconded and carried to approve the minutes of the meeting of January 18, 2024.

5. Website Next Steps

Ms. Kinney discussed the 2024 Website redesign with the new MHD branding/logo. The website redesign is aimed to improve access to service, feature upcoming events and enhance the site's functionality. The structure and content of the website, including information on the district, board members, mission of the district, history, public meetings, grants, operating budget and board member election processes were also discussed. It was also discussed to incorporate more community content and creating a media room for press releases.

Discussion regarding ways to improve communication and engagement with the community with ways the community could volunteer, highlighting various committees and events they could contribute to.

Also discussed was the possibility of a monthly blog on the website, featuring the MHD Board of Directors, community resources and legislation topics, the need for a more robust resource list to include health and wellness information.

6. 2024 E- Newsletters

The implantation of a monthly health email campaign was discussed. This E-Newsletter would be brief, engaging, with relevant content o district residents on various health topics.

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7. 2024 Seminar Planning

Ms. Kinney reviewed the list of upcoming seminars which include:

- Perinatal Mood and Anxiety Disorders
- Innovations in Treating High Blood Pressure
- Careers in Health Care (High School Students)
 - Giving students exposure to the variety of jobs available in healthcare
 - Held at the hospital; proposed the week of October 12
 - Ms. Kinney to bring back to July meeting
- Death and Dying / Advances Directives
- Men's & Women's Health Seminar
 - Discussion modular approach where attendees could choose different classes.
 - Discussion was had related to have 30 – minute presentation format with a quick Q&A
 - Weekday in October/November
- Hypertension Seminar - Presented by Dr. Sperling
 - Would speak to new innovations in treating high blood pressure
 - Steps to take to prevent high blood pressure
 - Intros to new Renal Denervation
 - Look at September

8. Pop-up Planning

Ms. Kinney discussed the upcoming pop-up events with the need to identify existing events in high-traffic areas for maximum exposure. As wells as identifying locations throughout the entire Healthcare District.

Proposed Pop-Up Events:

Canal District – August 17 – Ready to confirm

- Recreate the same event as last year.
- Date is inclusive of an active game day for higher traffic volume
- Nutrition, diabetes, stroke, blood pressure, etc.

Marin City Event – November 2 – Ready to confirm

- Recreate the same event as last year.
- Date is set by the city of Marin
- Diabetes, stroke, blood pressure, etc.

San Rafael – Community Workers' Day

- Offer free screenings to community workers
- Meet workers in 2 – 3 parks throughout Marin County
- Provide free screenings, e.g. diabetes, stroke, blood pressure, etc

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9. Suggestions of Agenda items for Future Meetings

Ms. Ramirez suggested exploring options to target the younger audience.

10. Adjournment

Chair Rienks adjourned the meeting at 6:09 pm.