

MARIN HEALTHCARE DISTRICT

100-B Drake's Landing Road, Suite 250, Greenbrae, CA 94904

Telephone: 415-464-2090

Fax: 415-464-2094

Website: www.marinhealthcare.org

Email: info@marinhealthcare.org

BOARD OF DIRECTORS

LEASE, BUILDING, EDUCATION AND OUTREACH COMMITTEE

MONDAY, JULY 8 @ 5:00 PM

Committee

Chair: Jennifer Rienks, PhD
Members: Samantha Ramirez, BSW
Cathy Taylor
Molly Koehler, MD
Executive: David Klein, MD, MBA, CEO
Support: Tricia Lee
Guest: Jill Kinney, VP Marketing & Communications

Location

Marin Healthcare District
100B Drake Landing Road, Suite 250
Greenbrae, CA 94904

AGENDA

1. Call to Order / Roll Call Rienks
2. Public Comment Rienks
Any member of the audience may make statements regarding any item NOT on the agenda. Statements are limited to a maximum of three (3) minutes. Please state and spell your name if you wish it to be recorded in the minutes.
3. Approval of the Agenda (action) Rienks
4. Approval of the Minutes of the MHD Lease, Building, Education & Outreach Committee Meeting of June 10, 2024 (action) Rienks #1
5. Website Redesign Rienks
6. E-Newsletters Rienks
7. Health Seminar Planning Rienks
8. Pop-Up Events Rienks
9. Suggestions of Agenda Items for Future Meeting Rienks
10. Adjournment Rienks

Next meeting: TBA

The agenda for the Meeting will be posted and distributed at least seventy-two (72) hours prior to the meeting. In compliance with the Americans with Disabilities Act, if you require accommodations to participate in a District meeting, please contact the District office at 415-464-2090 at least 48 hours prior to the meeting. Meetings open to the public are recorded and the recordings are posted on the District web site.

Tab 1

MARIN HEALTHCARE DISTRICT

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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: Ms. Taylor moved to approve the agenda as presented. Ms. Ramirez seconded.

Vote: all ayes

Minutes approval: Ms. Taylor moved to approve the minutes of the meeting of January 18, 2024. Ms. Ramirez seconded. **Vote: all ayes**

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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MINUTES

7. 2024 Seminar Planning

Ms. Kinney reviewed the list of potential seminars topics listed below and the committee discussed the options and made some tentative plans for seminars in the fall focusing on hypertension, men's and women's health, and careers in health care.

- 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 proposed pop-up events with the need to identify existing events in high-traffic areas for maximum exposure, as well 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.

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MINUTES

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.

9. Suggestions of Agenda items for Future Meetings

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

The committee has scheduled the next meeting for Monday, July 8, 2024 @ 5:00 PM.

10. Adjournment

Chair Rienks adjourned the meeting at 6:09 pm.