

MARIN HEALTHCARE DISTRICT

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

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BOARD OF DIRECTORS

LEASE & BUILDING COMMITTEE

WEDNESDAY, NOVEMBER 20, 2019 AT 5:30 P.M.

Committee:

Chair: Ann Sparkman, JD

Member: Larry Bedard, MD

Staff: Jon Friedenberg, Chief Operating Officer

Support: Louis Weiner, Executive Assistant

Location:

Marin Healthcare District

100-B Drake's Landing Road, #250

Greenbrae, CA 94904

AGENDA

ATTACHMENT

- | | | | |
|----|--|----------|----|
| 1. | Call to Order / Approval of the Agenda (action) | Sparkman | |
| 2. | Approval of the Minutes of the MHD Lease & Building Committee Meeting of October 23, 2019 (action) | Sparkman | #1 |
| 3. | Public Comment
<i>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.</i> | Sparkman | |
| 4. | Community Health Seminar Series: Planning Next Event | Sparkman | |
| 5. | Adjournment | Sparkman | |

The next meeting of the Lease & Building Committee is December 18, 2019

A copy of 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.

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Board of Directors Lease and Building Committee Monday, October 23, 2019 @ 4:00 pm

MINUTES

1. Call to Order

Committee Chair Ann Sparkman called the meeting to order at 4:07 p.m.

2. Roll Call / Approval of Agenda / Approval of Minutes

Committee Members Present: Ann Sparkman, Chair; Larry Bedard, MD

Staff Members Present: Jon Friedenber, COO; Jamie Maite, VP Marketing & Communications; Louis Weiner, Executive Assistant

It was moved, seconded and carried to approve the agenda as presented.

It was moved, seconded and carried to approve the minutes of the Lease & Building Committee meeting of September 23, 2019, as presented.

3. Public Comment

There was no public comment.

4. Marin Healthcare District Branding Changes

At the October 15 meeting of the MHD Board of Directors, it was discussed to consider changing Marin Healthcare District's business identity to "MarinHealth District" to ally more closely with the hospital corporation's new "MarinHealth" brand and image change. The discussion was assigned to this Committee.

Ms. Maite addressed options to consider for such a change, including:

- Complete change of business entity's name. This would require a complete legal and contractual overhaul, and was agreed that this is not desirable.
- Change to a "doing business as" (dba) identity, thus: "Marin Healthcare District, dba MarinHealth District." This was agreed to be desirable and will be recommended to the full Board, with guidance from counsel. This would include the need for full Board approval of a Master Service Mark License Agreement.
- Utilizing and aligning colors, fonts, and style elements of the MarinHealth branding, which would also include the need for full Board approval of a Master Service Mark License Agreement.
- A new logo.
- Newly-designed web site.
- Implementation plan and cost considerations are to be determined.

It was agreed to bring these recommendations to the full Board at its next meeting, November 12.

6. Adjournment

Chair Sparkman adjourned the meeting at 4:23 p.m.