

MARIN HEALTHCARE DISTRICT

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Board of Directors Lease and Building Committee Special Study Session of the Full Board Wednesday, February 26, 2020 @ 5:30 pm

MINUTES

1. Call to Order

Mr. Friedenbergl called the meeting to order at 5:34 pm. Ms. Rienks was absent with advance notification. Dr. Su arrived at 5:38 pm.

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

Committee Member Present: Brian Su, MD

Committee Member Absent: Jennifer Rienks

Board Members Present: Hank Simmonds, MD; Ann Sparkman

Board Member Absent: Larry Bedard, MD

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

There not being a quorum of the Committee present, approval of the minutes of the Lease & Building Committee meeting of January 29, 2020 was tabled for approval at the next meeting.

3. Public Comment

There was no public comment.

4. MHD Re-Branding

Ms. Maite presented data on the District's web site traffic for 2019. At mid-year, when the MarinHealth brand rolled out, clinic and provider data was removed from the MHD site (re-routed to MarinHealth web site) and MHD site traffic declined by about 50%. She presented options and costs of making a new logo and web site re-design for MHD. It was acknowledged that MHD's using the new MarinHealth logo would not be an option because of legal and marketing issues. Dr. Simmonds and Ms. Sparkman felt that the existing logo and design need not be changed. It was agreed that the costs associated with the proposed changes were excessive for the purpose. It was agreed to make no changes. MHD's existing logo, web design, font, color scheme, letterhead, etc. will remain as is.

5. MHD Annual Report Newsletter

Ms. Maite presented the final mock-up of the 2019 MHD Annual Report Newsletter. It will soon be printed and mailed to residents of the District.

6. Community Health Seminar Series

Dr. Su asked that Dr. Panogotacos be contacted for possible inclusion on the panel for the June 3 event on dementia.

7. Adjournment

Dr. Su adjourned the meeting at 5:57 p.m.