

# MARIN HEALTHCARE DISTRICT

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## Board of Directors Lease and Building Committee Monday, January 23, 2023 @ 4:00 pm Via Zoom

### MINUTES

#### 1. Call to Order

Chair Rienks called the meeting to order at 4:00 pm.

#### 2. Roll Call

*Committee members present:* Jennifer Rienks, PhD (Chair); Ann Sparkman, RN/BSN, JD;

Cathy Taylor (Community Member)

*Staff absent:* David Klein, MD, CEO

*Staff present:* Louis Weiner, Executive Assistant

*Guests present:* Jill Kinney, VP Marketing and Communications

#### 3. Public Comment

There was no public comment.

#### 4. Approval of Agenda / Approval 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 October 24, 2022

#### 5. Community Health Seminars/Webinars

Ms. Rienks welcomed Jill Kinney, VP Marketing and Communications. She noted that the recent Nov. 9 Community Health Webinar, "Health Effects of Climate Change" had a small real-time attendance. Ms. Kinney explained that though her team used all tools at hand for publicity (web, diverse social media, etc.), there was insufficient lead time due to the event's scheduling changes. She explained that there needs to be at least 4 weeks for an effective campaign. She further suggested using tools of direct advance communication with the public such as a registration tool and sending email reminders to registrants. She suggested setting an annual calendar of events to give solidity to the entire program.

##### *Planning the Next Event: "Adolescents and Eating Disorders"*

Ms. Rienks stated that the next event will be on "Adolescents and Eating Disorders." She will contact Dr. Sarah Lowenthal, a local physician specializing in this field. She also will contact Dr. Zachary Schwab, a MarinHealth Network provider in child and adolescent psychiatry. Ms. Taylor also suggested contacting Argavan Nilfroush, RDN, a pediatric dietician she knows (website: <https://babystepsnutrition.com/>).

Discussion ensued regarding event format, publicity and logistics. The next event should be in April or May, virtual in person and Zoom/Facebook. Ms. Kinney and her team will help organize and realize. The Hospital's Conference Center can be used again. She can connect with in-house IT and outside tech vendor, and she will work up the event's budget. She urged

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## **MINUTES**

using a venue more accessible and local to the public, and noted that the public will respond better for a Tuesday or Wednesday scheduling. Event-based marketing will be robust, given enough lead time and information.

Ms. Kinney will be invited to the next Board meeting to present and discuss.

Other topics were discussed. Ms. Kinney noted that knee and hip orthopedics, and dermatology (esp. skin cancer and Mohs surgery), are topics much in demand. Ms. Taylor suggested menopause, pelvic floor therapy, and shoulder surgery and rehab, and Ms. Sparkman suggested neuropathy. It was agreed that these suggestions will be presented to the Board for their support for this Committee to plan and pursue.

### **6. Community Health Fair**

In addition to the above seminars, Ms. Rienks expanded on suggestions Dr. Alfrey has reiterated to the Board, of doing health fairs within the Marin City and the Canal communities, partnering with established healthcare resources in those communities. Those communities may have community events already on their calendars (e.g. Juneteenth, Day of the Dead) that we can piggyback on. Subjects could be “Stop the Bleed,” blood pressure and glucose screenings, behavioral health, etc. Ms. Kinney stressed that such a project is considerably labor intensive, and it may be best to begin planning now for events next year.

### **7. Adjournment**

Chair Rienks adjourned the meeting at 4:56 pm.