

MARIN HEALTHCARE DISTRICT

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Board of Directors Lease and Building Committee Wednesday, March 22, 2023 @ 4:00 pm Via Zoom

MINUTES

1. Call to Order

Chair Rienks called the meeting to order at 4:02 pm.

2. Roll Call

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

Staff present: David Klein, MD, CEO, 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 March 8, 2023.

5. Planning the Next Community Health Seminar: “Adolescents and Eating Disorders”

Ms. Rienks reported that plans are proceeding for the next seminar, for which the date and location is still TBA. Ms. Kinney has spoken with Dr. Sarah Lowenthal, expert on the subject who is in a concierge practice that does not accept insurance. After discussion, it was agreed to engage another speaker instead, one without that limitation. Ms. Taylor suggested Dr. Amanda Downey at UCSF, a specialist on the subject, and she agreed to contact her. Other possible presenters will be sought, and Ms. Rienks suggested two presenters for the event be engaged and have them jointly set the agenda.

Ms. Kinney urged to move quickly to allow for sufficient publicity. Co-sponsorship possibilities were mentioned, with Office of Education, Huckleberry Youth, etc. Ms. Ramirez suggested the Youth Commission might provide resources and contacts.

Spanish-language translation/transcription resources were discussed for publicity and event.

Several venues were suggested, including the San Rafael Community Center on B Street, the Conference Center at the hospital, Office of Education, and San Rafael High School. Ms. Kinney will pursue.

Ms. Rienks will communicate via email individually with Ms. Kinney and the committee members to move plans along quickly.

6. District Rebranding: Request for Proposal

The District Board, at its March 14, 2023 regular meeting, agreed to proceed with plans for rebranding of Marin Healthcare District, beginning with redesigning the District logo. Ms.

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Kinney will begin the RFP process for redesigning of the District logo. She is compiling an extensive list of local design resources including schools and colleges, and design individuals and firms. Included is John McNeil Studios, the firm now doing the MarinHealth rebranding. She will work with Ms. Rienks on forming the RFP project plan to be presented for approval by the District Board at the regular meeting on May 9, 2023.

The RFP will be for the logo only, with the website to be considered later.

7. Community Health Fair

Ms. Rienks addressed Dr. Alfrey's suggestions, made in Board meetings, for organizing and sponsoring occasional community health fairs. She and Ms. Kinney reported that in their experience such events as suggested are time and labor intensive, and require considerable budgeting. It would be useful to begin by joining with existing events and fairs in communities, offering screenings, "stop the bleed" etc.

Ms. Ramirez noted that she has had experience with community "pop up" events and that she will talk to Dr. Alfrey about that. Dr. Klein will also talk to Dr. Alfrey. She is involved in a Youth Commission Wellness Festival in San Rafael on May 6 and asked if the District may be able to tie in to it. Dr. Klein and Ms. Kinney suggested asking Behavioral Health staff to participate, and they will pursue that and connect with Ms. Ramirez.

Ms. Kinney added that her team is putting together a list of community events throughout Marin, some of which may be available for District-sponsored "pop up" events.

8. Adjournment

Chair Rienks adjourned the meeting at 4:51 pm.