

MARIN HEALTHCARE DISTRICT

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Board of Directors Lease and Building Committee Wednesday, August 23, 2023 @ 4:30 pm Via Zoom

MINUTES

1. Call to Order

Chair Rienks called the meeting to order at 4:33 pm.

2. Roll Call

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

Staff present: David Klein, MD, MBD (CEO)

Guest 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 July 19, 2023.

5. Planning for Next Seminar: Skin Cancer

Ms. Kinney has been in touch with dermatologist Dr. Gogia about a date for the event for him and/or his associates. Sept 13 is too soon for us, and Oct 18 may work but not ideal for Ms. Rienks. Ms. Kinney will get back with Dr. Gogia's office about firming a date. The Dr. expressed concerns about giving screenings at the event. Details will be worked out. Ms. Rienks stressed that the screenings will be the draw to the event. She has participated in such successful and effective events previously.

A list of dermatologists in Marin that accept new patients will be made available to attendees.

Ms. Kinney has been putting together materials for the event and is working to secure a date.

6. Planning and Scheduling Seminar: "Healthy Eating for the Holidays"

Ideas for the event were discussed broadly, including engaging local chefs, using the training kitchen facility at College of Marin, being creative with recipes, providing tasting samples for participants, engaging the MarinHealth clinical dieticians, best ways to get community participation including young people, follow-up with a mini-cookbook, etc.

An idea was to ask for donations at the event, with proceeds going toward a food bank to help feed those in need.

It was suggested to collaborate with Homeward Bound and their chef training program.

For scheduling, it was suggested that a Monday night might be best, when some restaurants are closed and chefs might be available. Ms. Rienks and Ms. Taylor will talk to some local chefs they know.

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Ms. Kinney will check with College of Marin for their availability and dates. She will look at other dates to suggest.

7. District Rebranding RFP

Ms. Rienks shared the proposals submitted and suggested narrowing the choices down to three of them for consideration. The proposals were presented and discussed:

- CP Creative Studio – budget \$2,500
- Learfield Creative – budget \$15-20K
- AreaBeats – budget \$12,156
- Eric Axelson – budget \$6,500
- Watson Creative – budget \$36-82K (willing to negotiate)
- The Visual Factory – budget \$2,250-3,750

John McNeil Studio (budget \$15K), who did the recent MarinHealth rebranding campaign, is also to be considered, and Ms. Kinney commented and shared examples of that branding.

After discussion, it was agreed that AreaBeats, Watson Creative and John McNeil would be recommended to the full Board for consideration and approval.

8. Update: Community Health Event, August 26

Mr. Ramirez reported that she and Dr. Alfrey have organized the community event on August 26, “We Care About Your Health” Fair at Al Boro Community Center in San Rafael’s Canal area. Ms. Kinney reported that booths will be staffed by clinicians and Ms. Kinney’s communications team, for family health checks, blood pressure check, diabetes check, healthy eating, and a children’s career information station. Ms. Kinney and her team are publicizing it heavily in English and Spanish.

9. Next Meeting

The next meeting will be either September 19 or September 20, TBD.

10. Adjournment

Chair Rienks adjourned the meeting at 5:45 pm.