

MARIN HEALTHCARE DISTRICT

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Board of Directors Lease and Building Committee Wednesday, November 1, 2023 @ 5:00 pm Via Zoom

MINUTES

1. Call to Order

Chair Rienks called the meeting to order at 5:02 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); Louis Weiner (EA)

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 September 19, 2023.

5. Review of Community Health Seminar: "Skin Cancer", October 18

Dr. Klein and Ms. Kinney reported that the seminar was very well attended with nearly 100 people filling up the hospital's Conference Center, most of whom were aged 60+ years. It was in-person only with no virtual option, and refreshments were served. Dermatologist Dr. Ravinder Gogia gave an excellent presentation and took many questions afterwards. Ms. Kinney reported receiving a number of phone calls before and after the event from people wanting to make dermatology appointments. Having contact cards at the event would have been beneficial, and could be made available at the next such seminar.

Most of the publicity was through print ads, and other through social media. In the future it may be possible to have a partnership or sponsorship with, e.g., a medication supply company, the legal aspects of which would be determined.

Ms. Kinney stressed the importance of scheduling the series of seminar events well in advance on an annual calendar.

6. Community Health Seminar: "Healthy Eating for the Holidays"

Ms. Kinney presented (Tab #3) plans and details of the proposed seminar. It is too late to do the original date of November 9 and another date must be chosen.

Location at Homeward Bound in Novato is an ideal fit as MarinHealth has a partnership with them, they have a kitchen classroom, and they do celebrity chef events. Hugh Groman, Bay Area celebrity chef, has agreed to do the event gratis, and suggested a menu. The total cost for

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the venue, food, staff and promotion is \$28,800. All on this committee agreed that the cost is prohibitive.

Discussion followed on doing this event at the hospital after the new year, “Healthy Eating in the New Year,” or around Valentine’s Day. Doing it at the hospital would require careful planning, and the hospital’s Executive Chef, Martin Godinez, would help oversee. Our dietitians might also be involved.

Ms. Ramirez suggested doing it on a Sunday early evening. She works with the Marin Teen Girl Ambassador program and suggested about 14 girls could volunteer as servers. This was met with agreement.

This will be discussed further at the next meeting.

7. Status of Re-branding with Watson Creative

Ms. Kinney reported that Watson Creative agreed to the fee of \$20,000 for the logo design and they are ready to begin. The next step is a “discovery call” which informs them what the District is and what our identity goals are with the new logo. They have scheduled the call with Ms. Kinney tomorrow, and Mr. Rienks will join that call. After the call they will submit sketches and preliminary concepts.

8. Committee Renaming

Ms. Rienks gave a brief history of the roles the two standing committees of the District Board, “Lease & Building” and “Finance & Audit”, have played over the years, and explained that with the post-Sutter lease agreement well in place, the Lease & Building Committee’s role has broadened.

After extensive discussion, Ms. Rienks suggested that this committee be renamed “Lease, Building, Education and Outreach Committee.” All agreed to this and will bring it to the full Board.

Dr. Klein explained that this will require a revision of the District Bylaws. In accordance with the Bylaws, the draft revision will be submitted to the Board not less than seven days in advance of the next Board meeting on November 14, and Mr. Leary will do that. After review, the revised Bylaws will be voted upon by the Board.

Dr. Klein suggested that broader issues of the Bylaws and the District’s mission be discussed at the Retreat or in another such special session of the full Board.

9. Next Meeting

The next meeting of this committee will be Thursday, December 14 at 5:15 pm.

10. Adjournment

Chair Rienks adjourned the meeting at 5:52 pm.