

MARIN HEALTHCARE DISTRICT

100-B Drake's Landing Road, Suite 250, Greenbrae, CA 94904

Telephone: 415-464-2090

Fax: 415-464-2094

Website: www.marinhealthcare.org

Email: info@marinhealthcare.org

BOARD OF DIRECTORS LEASE & BUILDING COMMITTEE WEDNESDAY, MARCH 8, 2023 @ 4:00 PM

Committee

Chair: Jennifer Rienks, PhD

Members: Samantha Ramirez
Cathy Taylor

Executive: David Klein, MD, MBA, CEO

Support: Louis Weiner, EA

Guest: Jill Kinney, VP Marketing &
Communications

Location

Via Zoom: <https://mymarinhealth.zoom.us/join>

Meeting ID: 975 5709 6245

Passcode: 94901

Or via Zoom telephone: 1-669-900-9128

AGENDA

- | | | |
|---|-------------------|----|
| 1. Call to Order / Roll Call | Rienks | |
| 2. Public Comment
<i>Any member of the audience may make statements regarding any item NOT on the agenda. Statements are limited to a maximum of three (3) minutes. Please state and spell your name if you wish it to be recorded in the minutes.</i> | Rienks | |
| 3. Approval of the Agenda (action) | Rienks | |
| 4. Approval of the Minutes of the MHD Lease & Building Committee Meeting of January 23, 2023 (action) | Rienks | #1 |
| 5. Planning the Next Community Health Seminar: "Adolescents and Eating Disorders" | Rienks/
Kinney | #2 |
| 6. Community Health Fairs | Rienks | |
| 7. Adjournment | Rienks | |

The agenda for the Meeting will be posted and distributed at least seventy-two (72) hours prior to the meeting.
In compliance with the Americans with Disabilities Act, if you require accommodations to participate in a District meeting, please contact the District office at 415-464-2090 at least 48 hours prior to the meeting.
Meetings open to the public are recorded and the recordings are posted on the District web site.

Tab 1

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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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Lease and Building Committee
Monday, January 23, 2023 @ 4:00 pm
Via Zoom**

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.

Tab 2



Creating a healthier Marin together.

2023 District Seminar Series

March 8, 2023

Build a seminar series that builds trust and aligns to the needs of the community

Provide options to attend in-person and online.

Choose venues that are convenient for our audience.

Co-brand all events to leverage brand equity and credibility.

Promote events a minimum of four weeks in order to achieve maximum attendance.

Provide exclusive invites for targeted groups, e.g., mommies groups, community groups, etc.

Leverage dedicated landing pages to RSVP, learn more, download more information, and subscribe to our newsletter.

Automated the process for scheduling, reminders, and takeaway materials

Adolescent Eating Disorders Seminar

Adolescent eating disorders affect more than 30 million people in the U.S. It's a serious condition that impacts all genders, races, and ethnic groups, and it can negatively impact one's health, emotions, and ability to function in all areas of life.

Most eating disorders involve focusing too much on weight, body shape, and food, leading to dangerous eating behaviors that can harm the heart, digestive system, bones, teeth, mouth and potentially lead to other diseases.

Media Schedule

Print
Facebook
Instagram
TikTok
Mommies Groups
WhatsApp
Eating Disorder Sites
Schools
Chamber Event
Calendars
Digital Marketing
Flyers in Clinics
Internal Newsletter
Physician Newsletter
Community Groups

Featuring:

Dr. Sarah Lowenthal
Dr. Zachary Schwab

Proposed Date:

May 23

Adolescent Eating Disorders Seminar

If you think your child has an eating disorder, start here.

Marin Healthcare District is pleased to present:

Adolescent eating disorders: What steps can you take?

Eating disorders affect more than 30 million people in the U.S. It's a serious condition that impacts all genders, races, and ethnic groups, and it can negatively impact one's health, emotions, and ability to function in all areas of life. Most eating disorders involve focusing too much on weight, body shape, and food, leading to dangerous eating behaviors that can harm the heart, digestive system, bones, teeth, and lead to other diseases.

The good news is that with proper treatment and early intervention, your child can return to healthier eating habits and reverse serious complications caused by eating disorders.

FEATURED GUESTS:



Dr. Sarah Lewenthal is a board-certified family physician who specializes in caring for children, adolescents, and adults with eating disorders.



Dr. Zachary Schwab is a board-certified physician specializing in child and adolescent psychiatry.

JOIN US FOR A SEMINAR IN PERSON OR ONLINE

**May 23, 2023
6:30 – 8:00 p.m.**

San Rafael Community Center
618 B. Street, Club Room
San Rafael, CA 94901

RSVP BY MAY 10
Marinhealth.district.event@ngs.marinhealth.org



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