

# 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](http://www.marinhealthcare.org)

Email: [info@marinhealthcare.org](mailto:info@marinhealthcare.org)

## BOARD OF DIRECTORS LEASE & BUILDING COMMITTEE WEDNESDAY, JUNE 14, 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: 960 4633 5909

Passcode: 022058

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

### AGENDA

- |   |                   |    |
|---|-------------------|----|
| 1. Call to Order / Roll Call  | Rienks            |    |
| 2. Public Comment<br><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 March 22, 2023 (action)   | Rienks            | #1 |
| 5. Review: Community Health Seminar "Adolescents and Eating Disorders" May 24, 2023   | Rienks/<br>Kinney |    |
| 6. Planning for Next Seminar  | Rienks            | #2 |
| 7. Report: District Rebranding RFP  | Kinney            | #3 |
| 8. Follow-up: Community Health Fair   | Rienks            |    |
| 9. 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**

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

### **MINUTES**

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.

## Tab 2



*Creating a healthier Marin together.*

## COMMUNITY HEALTH SEMINARS

### 2017

October 4: End of Life Options Act

### 2018

January 30: Prescription Opioid Epidemic

June 19: Vaccines, Immunizations, and Public Health

October 16: Men's Health

### 2019

March 26: Suicide Prevention and Supports

October 14: Social Connection: The Key to Aging Well

### 2020

March 4: Women and Cardiometabolic Health

June 30: COVID-19: What is Happening & How is Marin Responding?

September 23: The Latest on COVID-19 in Marin

### 2021

February 10: COVID-19 Vaccinations

April 21: Teen Mental Health in the Time of COVID

September 30: Bike Safety

### 2022

April 25: Pediatric COVID Vaccination

November 9: Health Effects of Climate Change

### 2023

May 24: Adolescent Eating Disorders



05/2023

## **COMMUNITY HEALTH SEMINARS**

### **SUGGESTED TOPICS**

Suggestions from discussions in Lease & Building Committee meetings 2018-23

- Blue Zones
- Breast health
- Dementia
- Diabetes
- Domestic violence
- Emerging / Re-emerging Viruses, Infections, Vaccines
- End of Life Care
- Health effects of climate change
- Hepatitis A and the homeless
- Medicinal cannabis
- Mental health challenges and expansion of services
- Mental Health: PTSD/depression/stress
- Nutrition and eating disorders
- Obesity
- Perinatal mood and anxiety disorders
- Social determinants of health
- STDs
- Teen health

## Tab 3





Marin Healthcare District (MHD) is seeking a creative, qualified freelance graphic designer, design firm, or agency to create a graphic logo and logo standard that can be used throughout all of its communication and marketing to help build brand awareness within the communities it serves.

#### **MISSION OF THE MARIN HEALTHCARE DISTRICT**

The mission of the MHD is to enhance the provision of quality health care in the communities served by the District; to support the highest quality medical, trauma, and psychiatric care at MarinHealth Medical Center; and to monitor and enforce the lease of the MarinHealth Medical Center to ensure the optimum operation of the Hospital for the benefit of the communities it serves.

The MHD advocates quality and reasonably priced health care, provides a public forum for discussion of health care issues affecting communities served by the district, and is an advocate for California district hospitals, at-large.

#### **PROJECT OVERVIEW**

MHD's current logo and brand colors were established years ago. Its outdated design does not effectively represent the value the MHD brings to its community members.

#### **GOALS**

MHD is seeking a more impactful and current logo that genuinely represents the brand and celebrates its efforts at serving the health needs of the community. The logo needs to be used effectively across all media including print, website, and social media. The logo should have a relationship to the existing MarinHealth brand core elements and colors shown below:



- **Step One:** Review the project as outlined in this RFP.
- **Step Two:** Provide a written proposal that includes the elements listed under "Proposal Requirements" below.
- **Step Three:** If awarded to proceed with the next steps, present 2 – 3 concepts for a new logo for consideration; the presentation will be held via Zoom and will include MHD board members and some community members.

- **Step Four:** The review process may require a minimum of three revisions of the selected logo following the initial review, based on input provided by MHD board members and community members.
- **Step Five:** Once approved, provide a final digital file in vector format (EPS) of the approved logo in full-color, single-color, and grayscale formats.
- **Step Six:** Provide the appropriate font files for the logo and a secondary set of colors to complement the logo colors for use in marketing materials.

## **PROPOSAL REQUIREMENTS**

### **Professional History & Contact Information**

Please provide a brief professional history along with the following information:

- Contact person
- Title
- Company name and address
- Company website
- Direct telephone/mobile phone
- Include a brief description of the relevant experience of key staff, designers, and management personnel

### **Project Staffing**

- Describe the qualifications and relevant experience of the individuals that would be assigned to this project by providing brief biographies.
- Include a brief overview of your engagement strategy and approach to the “Scope of Work” and management of the project, including a timeline for completion and an estimate of the time (hours) required of staff and stakeholders in the process.

### **Itemized Pricing**

Proposals must include an estimated cost for all work related to the tasks and deliverables outlined in the “Scope of Work”. A total estimate for deliverables is required. The proposal should clearly outline how time and cost overruns would be handled, including how the designer or agency alerts the board and discusses unanticipated changes or delays.

*All expenses for the respondent’s preparation and participation in the RFP process, including, but not limited to, interviews, document preparation, communications, presentations, and demonstrations are entirely the responsibility of the respondent and will not be billable to MHD.*

*The chosen logo design shall become the property of MHD and shall have the right to copyright, service mark, and/or trademark the final design created on behalf of MHD.*

### **References and Work Samples**

- Please include references and work samples. This may include previous work samples that demonstrate technical and creative execution for similar projects. Provide two current references for which you have performed work similar in size and scope. Experience in branding

work for a public or nonprofit organization is preferred. For each reference, include the following:

- Organization name and address
- Type of organization
- User contact(s)
- Title(s) of user contact(s)
- Direct telephone number and email address(es) of user contact(s)
- Description and approach to the project
- Sample of work completed for the project, including previous logo and final logo

### **PROPOSAL EVALUATION AND SUBMISSION**

This is an open and competitive process for all qualified designers and design firms. Proposals will be evaluated and awarded based on the most responsive candidate who offers the most comprehensive solution to MHD in terms of brand and design and value as specified in this RFP. MHD reserves the right to reject any or all proposals, or any portion thereof, as deemed to be in the best interest of MHD, including:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent
- Accept other than the lowest price offered
- Award a contract based on initial offers received, without discussion or requests for best and final offers

The proposal submitted in response to the RFP shall remain firm and valid for a period of (90) ninety days from the date of submission.

MHD will negotiate contract terms upon selection. All contracts are subject to review by MHD's board members and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

**All proposals should be submitted in PDF format and emailed with "RFP Logo Project" in the subject line by the deadlines provided in the schedule below:**

Jennifer Rienks  
Marin Healthcare District  
MHD Lease & Building Committee  
Email: [Jennifer.Rienks@marinhealthcare.org](mailto:Jennifer.Rienks@marinhealthcare.org)

### **SCHEDULE**

Task	Deadline
RFP Mailed to Candidates	6/9/2023
Response to Proposal Due	7/5/2023
MHD Board to Review & Make Decision	7/11/2023
Notify Candidate Who Is Awarded the Project	7/12/2023 – 7/14/2023

Commencement Date of Work	7/14/2023
Round One of Logo Options Due	8/7/2023
MHD Board to Review Round One	8/8/2023
Feedback to Designer on Round One	8/9/2023 – 8/11/2023
Round Two of Logo Options Due	8/25/2023
MHD Board to Review Round Two	9/12/2023
Feedback to Designer on Round Two	9/13/2023 – 9/15/2023
Final Logo Due with Logo Guidelines	10/06/2023
MHD Board to Review Final Logo and Guidelines	10/10/2023

*Scheduled dates will be adhered to as closely as possible but may change without prior notice to applicants.*

#### **QUESTIONS?**

We welcome any questions. Any questions regarding this proposal or project may be emailed to Jennifer Rienks at [Jennifer.Rienks@marinhealthcare.org](mailto:Jennifer.Rienks@marinhealthcare.org) until <date goes here>. All questions will be answered by email within two business days.

06/09/2023