

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, NOVEMBER 1, 2023 @ 5:00 PM

Committee

Chair: Jennifer Rienks, PhD

Members: Samantha Ramirez, BSW
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: 977 9667 5786

Passcode: 753692

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 September 19, 2023 (action) | Rienks | #1 |
| 5. Review of Community Health Seminar: "Skin Cancer", Oct. 18 | Klein/Kinney | #2 |
| 6. Community Health Seminar: "Healthy Eating for the Holidays" | Rienks/Kinney | #3 |
| 7. Status of Re-branding with Watson Creative | Rienks/Kinney | #4 |
| 8. Committee Re-naming | Rienks | |
| 9. Adjournment | Rienks | |

Next meeting: TBA

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

100-B Drakes Landing Road, Suite 250, Greenbrae, CA 94904
Website: www.marinhealthcare.org

Telephone: 415-464-2090

Fax: 415-464-2094

Email: info@marinhealthcare.org

Board of Directors Lease and Building Committee Tuesday, September 19, 2023 @ 4:30 pm Via Zoom

MINUTES

1. Call to Order

Chair Rienks called the meeting to order at 4:31 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 August 23, 2023.

5. Community Health Seminar: Skin Cancer, October 18

Ms. Kinney confirmed that dermatologist Dr. Ravinder Gogia will present the seminar on October 18, 5:30-7:00 in the Conference Center at the hospital. Dr. Gogia will give a presentation on skin cancer, with Q&A follow-up. There will not be screenings given.

Dr. Klein has agreed to be the host of the event. Ms. Rienks is unable to attend.

Ms. Kinney displayed publicity samples. She and her team are doing a multi-media campaign.

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

Several options for locations, program details and dates for the "Healthy Eating for the Holidays" event were discussed. Ms. Kinney has contacted several locations for facilities and dates.

Homeward Bound in Novato offers a regular series with local chefs, and has November dates available. Maximum capacity is 100.

College of Marin has facilities on the main Kentfield campus and in Novato. There are November dates available. Their test kitchen has a capacity of 60.

The names of several chefs were offered, including celebrities, and they will be contacted. More than one chef for the event would be beneficial. MHMC's Executive Chef, Martin Godinez has expressed interest, and it was strongly agreed to include him if possible.

Ms. Kinney will find out pricing and dates of the several locations and will discuss it further with Dr. Klein and Ms. Rienks before the next meeting of this committee.

MARIN HEALTHCARE DISTRICT

100-B Drakes Landing Road, Suite 250, Greenbrae, CA 94904
Website: www.marinhealthcare.org

Telephone: 415-464-2090

Fax: 415-464-2094

Email: info@marinhealthcare.org

**Board of Directors
Lease and Building Committee
Tuesday, September 19, 2023 @ 4:30 pm
Via Zoom**

MINUTES

7. Community Health Fair

Ms. Ramirez and Ms. Kinney reported that the August 26 event at Pickleweed Park in the Canal area was a great success with many people seen and screened. The photo booth for the children was a big hit. Information about access to Marin Community Clinics was lacking and must be included at future such events.

This Friday is a movie night at Pickleweed and we'll have a table for screenings and information.

Community connection can be strengthened with multiple types of events, especially for young people. Ms. Taylor suggested career fairs for adolescents and teens focusing on entry careers such as phlebotomy and ultrasound. Ms. Ramirez is helping to coordinate a teen girls group health fair scheduled for March 3.

Mr. Rienks reminded of the need to respond to the needs indicated in Healthy Marin Partnership and to connect with Marin Health and Human Services.

Mr. Kinney is communicating with resources in Marin City for health fair activities. Dr. Klein is a part of this week's opening of a new health center in Marin City.

8. Health-related Educational Emails

Ms. Rienks referred to the attachment (Tab #2) of the periodical health-related email sent by the Del Norte Healthcare District and suggested that MHD do a similar email quarterly on various health topics.

Dr. Klein and Ms. Kinney referred to the emails and media postings that are regularly sent by MarinHealth, that could expand the reach by including MHD marketing resources and include multilingual editions. They could be tied to health awareness months and needs assessment priorities. Ms. Rienks agreed to compile a list.

Ms. Ramirez suggested using more tools and creative strategies to build up mailing and contact lists.

9. Next Meeting

The next meeting of this committee will be Wednesday, October 25, 2023 @ 5:00 pm.

10. Adjournment

Chair Rienks adjourned the meeting at 5:27 pm.

Tab 2

Seminar

BROUGHT TO YOU BY THE MARIN HEALTHCARE DISTRICT

Skin Cancer Prevention and Detection Seminar

Presented by Ravinder Gogia, MD, FAAD, FACMS



With over 5 million cases diagnosed in the U.S., skin cancer is America's most common cancer. Fortunately, skin cancer is also one of the most preventable cancers. By sharing facts about the dangers of unprotected sun exposure and encouraging people to check their skin for warning signs, we can work together to save lives.

Join us for a FREE seminar on Skin Cancer. Learn how to identify suspicious spots and how to take proactive steps toward safeguarding one's health and promoting well-being. It empowers you to make informed decisions, take preventive measures, and stay vigilant about skin health.



Dr. Ravinder Gogia is a board-certified dermatologist and a fellowship-trained and board-certified Mohs surgeon. He specializes in skin cancer surgery and Mohs surgery, a surgical technique that provides the highest cure rates for skin cancers with the best cosmetic outcomes. He brings a passion for helping patients address their skin concerns with prevention and evidence-based treatments.

When

Wednesday, October 18 | 5:30 – 7:00 p.m.

Location

MarinHealth Medical Center
Conference Center
250 Bon Air Rd, Greenbrae, CA 94904
Light Dinner and Refreshments Served

RSVP

To RSVP, go to:
MyMarinHealth.org/SkinCancerSeminar



Skin Cancer Seminar

96 RSVPs

6 cancellations

2 no shows

88 attendees

Several people called before and after to schedule appointments and to receive the recording of the event



Tab 3

Healthy Holiday Cooking Demo



Homeward Bound – Option A

- An existing community partner
- A teaching kitchen with a chef's series
- We provide recipes
- The celebrity chef does a demonstration
- Homeward Bound prepares and serves the food
- Maximum capacity is 100
- Dates available: November 9
- Times: 5:30 – 8:00 pm
- Location:
1385 Hamilton Pkwy
Novato, CA 94949



Celebrity Chef Event Ad

- Touted as one of the Bay Area's most notable caterers
- Featured on local cooking shows and is regularly on CBS for
- He provides the menu and recipes
- He coordinates with Homeward Bound with all prep instructions and notes

Bio:

Hugh Groman has a love for simple, vibrantly flavored food, and attention to detail has made him one of the leading caterers in the Bay Area. Established in 2001, Hugh's catering business has hosted events both large and small, including events honoring such notables as Barack Obama, Mikhail Baryshnikov, Laurence Fishburne, Sally Ride, Arianna Huffington, Harry Belafonte, Harrison Ford and more.



Menu

Homemade ginger ale with lime

Hors d'oeuvre

Elegant crudite with truffle parmesan aioli

Dinner

Sweet potato puree with butter, cream, and brown sugar

Broccoli rabe with nutted garlic, red pepper flakes, lemon, extra virgin olive oil and anchovy

Dry rubbed turkey with ancho chili, cumin, garlic, fresh herbs, butterflied and roasted and served with salsa verde

Dessert

Vegan chocolate truffles with toasted almonds and coconut



Sample Ad

- Print
 - Newspaper
- Social Media
 - Boosted Posts on all social media platforms
- Email Series
 - Community members

FREE Healthy Holiday Meal Cooking Demo

Brought to you by the Marin Healthcare District



Join Hugh Groman for a FREE Delicious 5-Course Healthy Holiday Meal Cooking Demo

Need some inspiration for your holiday dinner menu this year? Join Hugh Groman as he teaches you how to prepare five phenomenal dishes that will wow any holiday crowd. From the starters to the main course and all of the sides. Finally, for the sweet-lovers out there, Hugh prepares a fabulous dessert that your family will love.



Hugh Groman has a love for simple, vibrantly flavored food that has made him one of the leading television chefs and caterers in the Bay Area. Hugh's catering business has catered events both large and small, including events honoring such notables such as Barack Obama, Mikhail Baryshnikov, Laurence Fishburne, Sally Ride, Arianna Huffington, Harry Belafonte, Harrison Ford, and more.

Date:

Wednesday, November 9

Time:

5:30 – 8:00 pm

Location:

The Key Room
1385 Hamilton Pkwy
Novato, CA 94949

RSVP Required by November 7:

MyMarinHealth.org/HolidayMeal



Healthy Holiday Menu Costs

Based on 100 guests, the cost breakdown is as follows:

- Hugh Groman – FREE
- Homeward Bound (excluding the cost of the promotion for the event. \$18,800
 - Includes the venue, preparation of demo, food service for 100
 - Based on the menu provided by Hugh Groman
 - Includes servers and tastings at the end
 - No gratuity or tax is required
 - Parking is free
- Promotion of the event \$9,500
 - Print
 - Social Media
- Grand Total: \$28,800

Tab 4

Logo

Watson Creative reduced its price to \$20,000

- Ready to get started
- Set up a discovery call
- Who should participate in that call?
 - Set expectations for next step
 - Request first round within the next 4 weeks – Agree?

