

MARIN HEALTHCARE DISTRICT

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Board of Directors Lease and Building Committee Wednesday, July 19, 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 (Board Member);
Cathy Taylor (Community Member)

Staff present: David Klein, MD, MBD (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 June 14, 2023.

5. Planning for Next Seminar: Skin Cancer

The next seminar will be on skin cancer with screenings available. The issue of liability was discussed, noting that this hasn't been a problem at such events that Dr. Klein and Ms. Rienks have observed. Dr. Klein will discuss this with counsel.

Ms. Kinney and her team are making arrangements for the event that will include a presentation and screenings available. Physicians are eager to participate, and Marin Cancer Care will be involved as they are required to do such public activities for their accreditation. Dr. Klein noted a post-screening patient follow-up process will be needed.

The event will be on Tuesday, September 19 @ 5:30 pm in the hospital's Conference Center. It will be in-person only, and will be recorded and posted to the MHD website. There will be one presenter, a dermatologist or oncologist. Refreshments will be available. Duration will be an hour for presentation and Q&A, and then an hour for screenings. Privacy partitions will be set up, and no disrobing will occur.

Promotion will begin at least 5 weeks in advance. Promotion and the presentation will include Spanish bilingual.

6. Planning and Scheduling Future Seminars

Discussion followed Mr. Ramirez' suggestion of youth-focused events such as a summit connecting with youth: Teen Day, Health Care Career Day, interactive, partnering with high schools, colleges, medical providers and hospitals. All expressed support in pursuing this as a

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major project. Dr. Klein and Ms. Kinney have had previous successful experience. Ms. Ramirez urged the project to focus on people of color, and all agreed.

In planning another seminar for 2023, it was discussed and agreed to do “Healthy Eating for the Holidays” in the fall that could include our MarinHealth dietitians, local chefs and recipes.

Ms. Rienks suggested presenting a seminar on breast health in early 2024.

7. District Rebranding RFP

Ms. Rienks reported that she has received 6 RFPs from agencies and studios for the re-design of the District logo: Learfield Creative; Eric Axelson; Watson Creative; thevisualfactor; CP Creative Studio; AreaBeats LLC. The spreadsheet she showed indicated locations, budget ranges, clients, and remarks. John McNeil, who recently did the MarinHealth Medical Center rebranding campaign, will also be considered.

Design samples were shown. The proposed budgets were discussed. Ms. Kinney will reach out to Watson Creative to negotiate terms.

At the next meeting of this committee, proposals and revised budgets will be reviewed and discussed, and 3 proposals will be chosen to recommend to the Board.

8. Update: Community Health Fair

This was not discussed.

9. Next Meeting

The next meeting of this Committee will be Wednesday, August 23 at 4:30 pm.

10. Adjournment

Chair Rienks adjourned the meeting at 5:02 pm.