

# MARIN HEALTHCARE DISTRICT

100-B Drakes 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, Education and Outreach Committee Monday, January 9, 2025 @ 5:15 PM Marin Healthcare District Office**

### **MINUTES**

#### **1. Call to Order**

Chair Rienks called the meeting to order at 5:18 pm.

#### **2. Roll Call**

*Committee members present:* Jennifer Rienks, PhD (Chair); Samantha Ramirez (Board Member, via Zoom); Kathy Taylor (Community Member); Molly Koehler, MD (Community Member)

*Staff present:* Tricia Lee (EA)

*Guest present:* Jill Kinney (VP Marketing and Communications)

#### **3. Public Comment**

There was no public comment.

#### **4. Approval of the Agenda/Approve of Minutes**

Agenda approval: Ms. Ramirez moved to approve the agenda as presented.

Ms. Rienks seconded. **Vote: all ayes**

Minutes approval: Ms. Taylor moved to approve the minutes of the meeting of September 30, 2024.

Ms. Rienks seconded. **Vote: all ayes**

#### **5. Website Redesign Updates**

Ms. Kinney reviewed the final stages of the website redesign. The new website is ready to go live, pending final approval. The last step before the launch involves setting up redirects to ensure users with bookmarks or old links are directed to the correct new pages. The new site has been designed with mobile optimization as a priority, recognizing that most users access content via mobile devices. Navigation has been structured for ease of use, with an updated, visually appealing layout that aligns with the organization's mission and branding.

Ms. Kinney reviewed the homepage with the committee, highlighting its clean design with clear navigation options available at both the top and bottom of the page. This structure improves user experience and enhances search engine optimization. Key sections such as the LiveWell blog, newsletters, seminars, and community screenings have been prominently displayed on the homepage, while essential documents, including financial reports, operating budgets, and district maps, are readily accessible. The website also includes a dedicated section for public meetings and archives, ensuring transparency and ease of access.

The website has been designed to align with ACHD (Association of California Healthcare Districts) requirements, ensuring compliance with certification standards. Additionally, the team discussed the current website's low traffic and how the new design aims to improve engagement through a more

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structured layout and relevant content. Post-launch, it is expected to take about three to four weeks for search engine optimization efforts to fully optimize the site for Google searches.

Potential future enhancements were also discussed, including the idea of featuring local chefs sharing healthy recipes in the LiveWell blog. The team agreed that the website would be a continuous work in progress, with updates and refinements being made as necessary. Regular updates will also be made to ensure the accuracy of community resource listings and event information.

Before launch, Ms. Kinney will send a link to the new site for final review, and committee members are encouraged to provide feedback on navigation and the placement of key information.

#### **6. 2025 Seminars**

Ms. Kinney reviewed the list of upcoming seminars which include:

- **Careers in Medicine:** Confirmed for February 27, 2025 12:00 – 3:00 PM. The initial event is scheduled with Tamalpais School District (Redwood, Archie Williams, and Tam), with San Rafael schools to follow. The event will host 60 students plus 10 chaperones and aims to provide an engaging, hands-on experience in healthcare professions. Students will be divided into groups of 10 and rotate through various stations.

The event will begin with a session in the conference center featuring three (3) speakers:

- Dr. Klein, CEO speaking on Healthcare Leadership
  - Mary Friedman speaking on Business Development and Strategy in Healthcare
  - IT Representative to speak on Technology in Healthcare
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- **Men's and Women's Health Fair** –The date and location have changed to March 15, 2025 11:00 am – 1:00 pm at the Embassy Suites in San Rafael. The seminar will be in both English and Spanish. Topics include:
    - New Treatments for Women's Urinary Incontinence, presented by Dr. Pathi.
    - Sexual Health and Menopause, presented by Dr. Park.
    - Innovations in Treatment for Enlarged Prostates presented by Dr. Bennett.
    - Diabetes Prevention Workshop, presented by Dr. Sidhu.

#### **7. Screening Events/Pop-Ups**

Ms. Kinney share the 2025 Screening events that have been confirmed.

- Pickleweed Park – August 9, 2025 (English & Spanish)
- Marin City Women's Health Fair – November Date TBD (English & Spanish)
- Marin Senior Fair – September 27, 2025 (English)
- Marin Girl Teens Event – March 2, 2025 (English & Spanish)
- Library Screening Events – May 3, 2025 (English & Spanish)

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Ms. Kinney reviewed other potential events:

- Child & Family Resource Center Event – Focus on mental health and children.
- Heart & Student Health Day – Primarily focused on cardiovascular screenings.
- Farmers' Markets
- Bucklew Bike & Hike Event: Mental health fundraiser with high community participation
- Marin Mommies Group - possible partnership for infant CPR, choking prevention, and perinatal mental health.

### 8. 2025 Seminars

Ms. Kinney provided potential topics for 2025 Seminars which include:

- Spanish-Language Seminar; Ms. Ramirez will gather input on relevant topics and bring back to the committee.
- Perinatal Mood & Anxiety Disorders
- Diabetes/Prediabetes
- Mental Health & Substance Use
- Fentanyl
- E-Bike Training & Safety
- Fall Prevention/Safe Homes for the aging
- Gun Violence
- Healthy Eating
- Health Care Access as it relates to the current political climate:
  - Need for Community partnerships to address potential fear and misinformation
  - Concerns about the impact of policy changes on health care access for mixed -status families.
  - Ensuring people continue to seek care without fear
  - Vaccine Hesitancy & Misinformation

### 9. E- Blasts

Ms. Kinney reviewed the topics for the first issue, February 10, 2025.

- 2024 Recap
- Accessing Primary Care and Mental Health Services
- Hospital Innovation
- Upcoming
- Board of Directors

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### **10. Blogs**

Ms. Kinney noted that the first blogs posts have already been published on the website, including one focused on New Year's. However, board highlights were not included in the initial set of blogs. It was suggested that this topic be revisited during the upcoming board retreat, where members could be encouraged to sign up for blog contributions.

### **11. Suggestions of Agenda items for Future Meetings**

There were no suggestions provided.

### **12. Adjournment**

Chair Rienks adjourned the meeting at 6:44 pm.