

MARIN HEALTHCARE DISTRICT

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Board of Directors Lease, Building, Education and Outreach Committee Monday, April 14, 2025 @ 5:15 PM Marin Healthcare District Office

MINUTES

1. Call to Order

Chair Rienks called the meeting to order at 5:22 pm.

2. Roll Call

Committee members present: Jennifer Rienks, PhD (Chair); Samantha Ramirez (Board Member); Kathy Taylor (Community Member);

Staff present: Tricia Lee (EA)

Guest present: Jill Kinney (VP Marketing and Communications)

Committee members absent: Molly Koehler, MD (Community Member)

3. Public Comment

There was no public comment.

4. Approval of the Agenda/Approve of Minutes

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

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

Minutes approval: Ms. Taylor moved to approve the minutes of the meeting of February 25, 2025.

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

5. Feedback from the Men's and Women's Spring Symposium

Ms. Kinney provided a summary of the Spring Symposium event, noting that 237 individuals RSVP'd, with an actual attendance of approximately 201–203 participants. This turnout was considered very strong, especially for a Saturday event, and helped shed light on weekend no-show patterns.

Ms. Kinney also noted attendee feedback was largely positive. Out of those who completed the feedback form, 87% stated the event exceeded their expectations, while 13% said it met expectations. When asked to rate the event, the response breakdown was 85% favorable and 15% neutral or mixed. Numerous comments were received, with highlights including appreciation for the overall topic selection and the quality of presentations.

It was observed that the dual-room format led to logistical challenges, including confusion during transitions and difficulties keeping attendees engaged due to lunch being served nearby. Several members expressed hesitation about hosting future events on Saturdays, suggesting it may not be ideal despite the solid attendance.

6. Costs by Spending Category for Seminars

Ms. Kinney reviewed the budget and costs associated with a recent seminar, which was the most expensive to date due to multiple events, increased marketing, and complex logistics. While seminars are

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generally budgeted at \$20,000, this one exceeded that due to venue rental at Embassy Suites, high food and beverage minimums, and AV production costs.

Ms. Kinney reported marketing included a mix of traditional and digital advertising (Google, Facebook, Patch, and a first-time e-blast), which was noted to be most effective when combined across platforms. The dollar amount spent on live Spanish translation was discussed, as no attendees used the service despite it being offered. Members suggested improving the RSVP process to better assess the need for such services.

7. Screening Events/Pop-Ups

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

- Library Screening Events – May 3, 2025 (English & Spanish)
- Heart and Student Health Day – August 8, 2025 (English & Spanish)
- Pickleweed Park – August 9, 2025 (English & Spanish)
- Marin Senior Fair – September 17, 2025 (English)
- Marin City Women’s Health Fair – October 29, 2025 (English & Spanish)

Ms. Kinney reviewed Screening Events Unconfirmed.

- Vivalon to Support Health Aging Program
- Marin Mommies Group
- San Rafael Mom’s Walk for Post-Partum Depression
- Child and Family Resource Fair – Marin County Office of Education

8. District Branding for Healthcare District Events

The committee discussed branding used for recent seminars. Ms. Rienks expressed concern that materials for the most recent seminar closely resembled MarinHealth’s hospital marketing campaign, potentially causing confusion. Although district branding and a co-branded logo were included, the resemblance raised questions about the district’s visibility. Ms. Kinney acknowledged this and agreed to emphasize distinct district branding moving forward.

There was discussion about producing district-branded materials, such as note pads and pens, to hand out at events. While cost remains a concern, staff said they could put together a proposal for branded materials, with flexibility for district-only or co-branded use depending on the event. It was noted that consistent and unique branding would help reinforce the district’s identity, especially if the district ever needs to return to voters with a bond measure.

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9. Screening for Social Determinants of Health at Health Fairs and Pop-Ups

Ms. Rienks suggested to pilot Social Determinants of Health Screening at community events, focusing on food insecurity, as it is easier to address with existing resources like food banks, CalFresh, and local partners.

The committee discussed partnering with organizations like food banks or the county to provide on-site support or tabling at events, especially those serving seniors.

Ms. Kinney will follow up with Tori Murry to learn how the hospital handles screening and referrals. The committee also agreed to explore a pilot screening.

10. Future Health Seminar: Healthy Eating and Growing Your Own Food

The committee explored ideas for an upcoming gardening-focused event. Ms. Kinney proposed the Marin Art and Garden Center as a venue due to its beauty, ample parking, and reasonable rental costs. A Master Gardener was identified to lead the session, and staff presented an estimated total cost of \$18,000, including promotion.

Ms. Ramirez emphasized the importance of inclusivity, particularly for individuals in smaller living spaces or those without yards. Suggestions included incorporating container gardening, living walls, and apartment-friendly techniques. The committee discussed the potential for more accessible events in underserved areas, such as Marin City or the Canal District. These community-based versions could be shorter (e.g., two hours on a Saturday), and include small giveaways like herb starts or vegetable plants.

Ms. Rienks suggested partnering with local organizations, such as the Marin Master Gardeners, UC Cooperative Extension, Marin City Health and Wellness, or Marin Community Clinics, to provide volunteer support, plant donations, and promotion. This could reduce costs and increase participation.

The committee agreed that this gardening event offers an opportunity to support both mental and physical health, promote food security, and reach populations not typically served by previous events.

Ms. Kinney will explore these ideas further, including researching available community garden spaces, local contacts, and potential co-sponsorships and bring back to the committee.

11. Suggestions of Agenda items for Future Meetings

Healthy Eating & Growing your own food planning. Ms. Reinks will not be attending the May 6, 2025 meeting it was suggested to invite Ann Sparkman to attend the meeting to provide input on the seminar.

12. Adjournment

Chair Rienks adjourned the meeting at 6:18 pm.