

# 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, EDUCATION AND OUTREACH COMMITTEE

TUESDAY, JULY 7, 2025 @ 5:15 PM

#### Committee

**Chair:** Jennifer Rienks, PhD

**Members:** Samantha Ramirez, BSW  
Cathy Taylor  
Molly Koehler, MD

**Executive:** David Klein, MD, MBA, CEO

**Support:** Tricia Lee

**Guest:** Jill Kinney, VP Marketing &  
Communications

#### Location

Marin Healthcare District

100B Drake Landing Road, Suite 250  
Greenbrae, CA 94904

#### 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, Education & Outreach Committee Meeting of May 6, 2025 (action)                                                                                                                                     | Rienks         | #1 |
| 5. Future Health Seminar: Growing your Own Food                                                                                                                                                                                                           | Rienks /Kinney |    |
| 6. Future Events for the Immigrant Community                                                                                                                                                                                                              | Rienks         |    |
| 7. Budget Review                                                                                                                                                                                                                                          | Rienks         | #2 |
| 8. Website Data/Traffic Update                                                                                                                                                                                                                            | Rienks/Kinney  |    |
| 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

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## Board of Directors Lease, Building, Education and Outreach Committee Tuesday May 6, 2025 @ 5:15 PM Marin Healthcare District Office

### MINUTES

#### 1. Call to Order

Ms. Ramirez called the meeting to order at 5:16 pm.

#### 2. Roll Call

*Committee members present:* Samantha Ramirez (Board Member); Kathy Taylor (Community Member); Molly Koehler, MD (Community Member)

*Staff present:* Tricia Lee (EA)

*Guest present:* Jill Kinney (VP Marketing and Communications); Ann Sparkman (Board Member)

*Committee members absent:* Jennifer Rienks, PhD (Chair)

#### 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. Ramirez moved to approve the minutes of the meeting of April 14, 2025.

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

#### 5. Future Seminar: Healthy Eating and Growing Your Own Food

The committee focused the meeting on planning the upcoming health seminar centered around gardening and home food cultivation, noting two primary goals: securing a location and identifying a master gardener or gardening expert to shape the event's structure and educational value.

Ms. Kinney reviewed three potential venues:

- (1) Marin Art and Garden Center (Ross): Beautiful setting with capacity for 200, but accessibility is a concern. The estimated cost is \$15,545, including venue rental, gardening instructor, guest charges, promotions, and simple food service. The committee discussed possibly including interactive stations (e.g., planting seedlings) to enhance the experience.
- (2) Falkirk Cultural Center (San Rafael): More central and accessible, with a capacity of 100–125. It offers multiple gardens and is more cost-effective, with an estimated total budget of \$11,000. Concerns included AV needs, weather, and whether the space aligns with the event's interactive goals. The venue has a unique character (including rumors of being haunted), but committee members appreciated its charm and central location.
- (3) Slide Ranch: A scenic and educational venue in a remote coastal area. Despite its outdoor appeal and established educational programming, the high rental cost (\$10,000) and logistical challenges

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## **Board of Directors Lease, Building, Education and Outreach Committee Tuesday May 6, 2025 @ 5:15 PM Marin Healthcare District Office**

### **MINUTES**

(distance, weather, travel time) led the committee to conclude it wasn't a viable option.

Other potential sites (e.g., Canal Community Garden, Corte Madera Native Habitat Garden, and China Camp) were also discussed, but they either lacked sufficient seating or event infrastructure.

The committee refined the seminar's theme to focus more on growing your own food rather than general healthy eating, given that healthy eating had been covered in past events. Discussion included the possibility of offering hands-on gardening activities (like planting herb pots), targeting both adults and families, and giving attendees tangible takeaways such as seedlings. Master gardeners may be invited to advise on content and help develop seasonal planting guides.

The committee discussed prioritizing budget toward participant engagement (e.g., materials and food) over promotions. Partnership opportunities were discussed to help reach diverse audiences and reduce marketing costs. The event is tentatively targeted for late June, with concerns raised about promotion timelines and overlapping summer travel.

#### **6. Next Steps**

The committee agreed to aim for a follow-up meeting on May 27 at 5:15 PM to finalize the venue, date, and presenter. Ms. Kinney will reach out to master gardeners in the interim to help shape content and programming.

#### **7. Adjournment**

Ms. Ramirez adjourned the meeting at 5:50 pm.

## Tab 2





# Budget Recap 2024 & 2025





Media

# Media for Event Marketing

## Print/Digital – English and Spanish

SF Chronicle – Reaches 176K readers, of which 67k reside in Marin County

MIJ – Reaches 27,349 residents in Marin County

Pac Sun – Reaches 20,500 residents in Marin County

La Voz – Spanish-speaking audience

## Digital Marketing – English and Spanish

Programmatic Advertising – Reaches up to 45k people, depending on demographic selection.

Patch.com – Reaches 82K, Patch eblasts reach 18k

## Social Media – English and Spanish

Facebook Groups and Pages

Instagram

El Tecolote

## Neighborhoods/Neighborhood Sites

Chamber Event Pages – 5 sites

City Event Pages – 8 sites

Nextdoor – Many sites

School Districts/Peach Jar for Parents

## Flyers – English and Spanish

For each event, we hand out flyers. This includes community centers, senior centers, apartment houses, grocery stores, gathering places, etc.

## Internal Marketing

Posters

Screensavers

Newsletters in MarinHealth Medical Network and MarinHealth

Medical Center

Flyers for Clinics





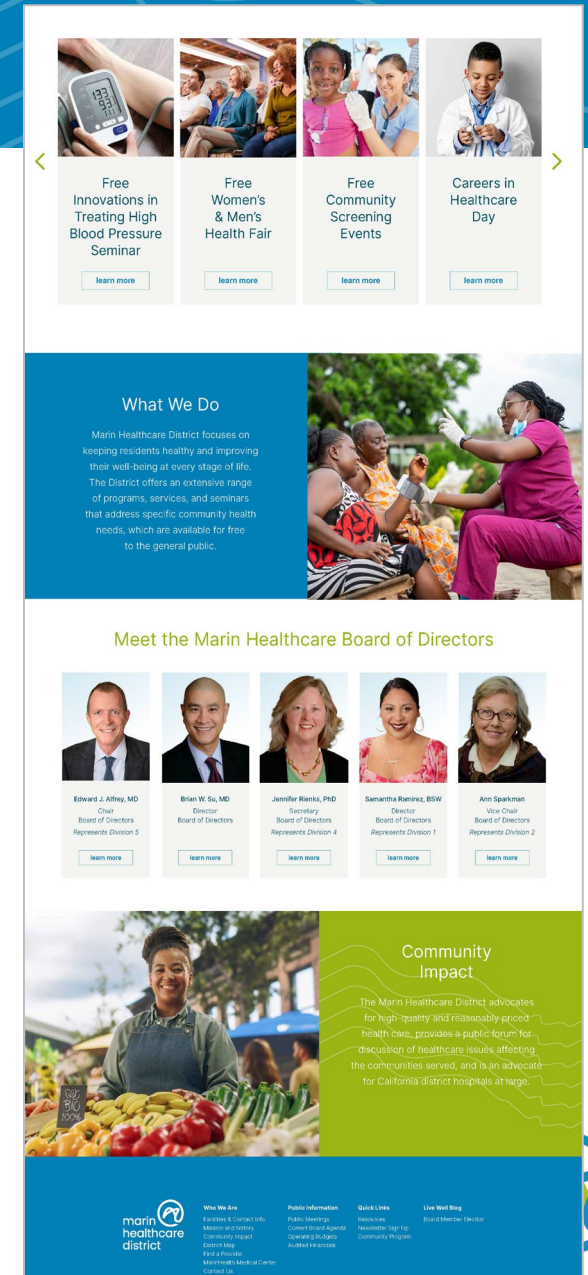
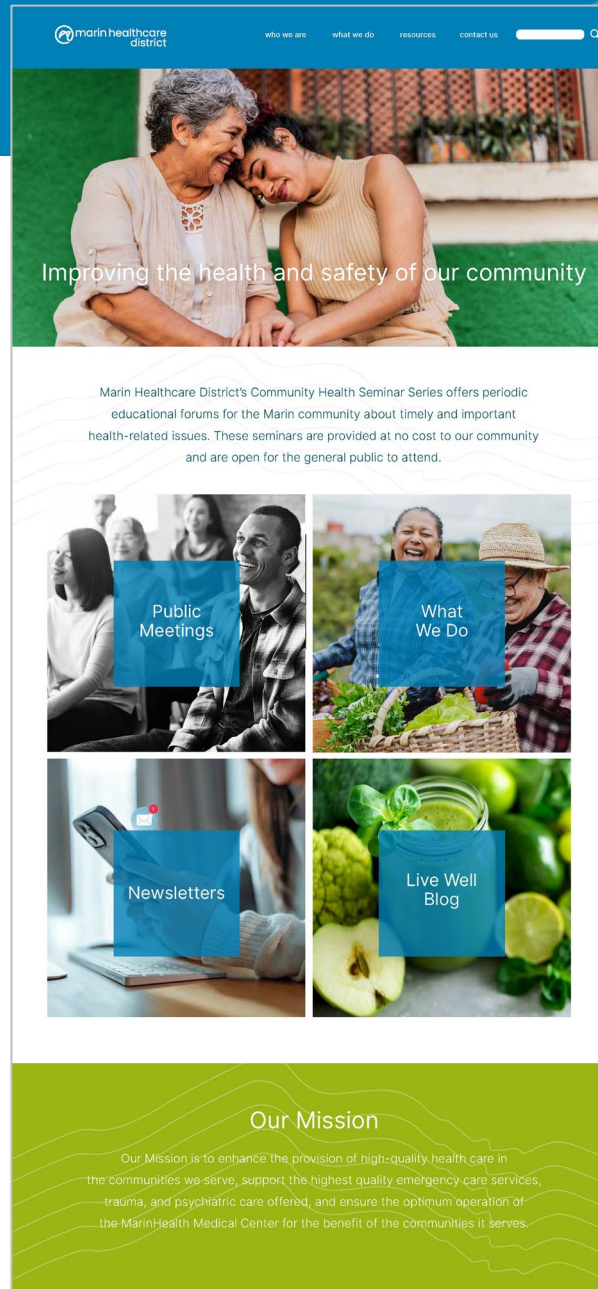
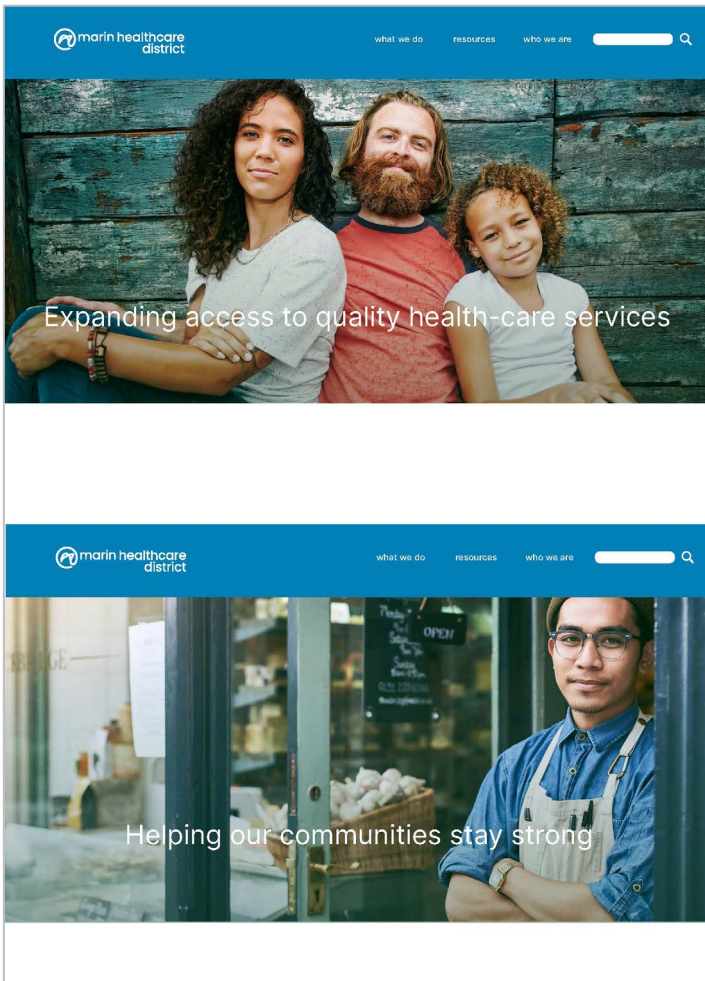
2024



# Website Development & Logo



# Website


















# Website

| Website Budget     |                 |
|--------------------|-----------------|
| Design             | \$14,400        |
| Website Guideline  | \$258           |
| <b>Total Costs</b> | <b>\$14,658</b> |
| Budget             | \$15,000*       |
| Variance           | \$342           |



# Logo



| Primary Brandmark                                                                                                                                                                                                                                                                                                       |                                                                                                                      | Secondary Brandmarks                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                       |                                                                                                                      | <p><b>Secondary Vertical Mark</b></p>  <p><b>Secondary Horizontal Mark</b></p>  <p><b>CLEAR SPACE</b><br/>For all brandmark variations, the minimum clear space around brandmarks should always be greater than 5h or 4bpx.</p> |                                                                                                                            |
| Brandmark Colorways                                                                                                                                                                                                                                                                                                     |                                                                                                                      | Photography Style                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                            |
| <p><b>Higher Contrast Secondary Colorway</b></p>                                                                                                                                                                                     | <p><b>Black Logo</b></p>          |   <p><b>Showing our community:</b> Keep blue/greens in environment and wardrobe when possible.</p> <p><b>People with backs turned for privacy:</b> Keep blue/greens in environment and wardrobe when possible.</p>             |                                                                                                                            |
| <p><b>White Logo</b></p>                                                                                                                                                                                                             | <p><b>Grayscale Logo</b></p>      |   <p><b>People in nature:</b> Try and capture blue cloudless skies if possible.</p> <p><b>Pooled back shot of the environment:</b> Bright blue skies.</p>                                                                      |                                                                                                                            |
| Colors                                                                                                                                                                                                                                                                                                                  |                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                            |
| <p><b>Forest Shade</b><br/>RGB / 0, 53, 24<br/>CMYK / 80, 49, 92, 83<br/>HEX / #003318<br/>Pantone / 3537 U</p>                                                                                                                                                                                                         | <p><b>Fresh Grass</b><br/>RGB / 0, 139, 78<br/>CMYK / 92, 12, 100, 4<br/>HEX / #008B44<br/>Pantone / 7482 U</p>      | <p><b>Clean Breeze</b><br/>RGB / 243, 243, 241<br/>CMYK / 3, 2, 3, 0<br/>HEX / #F3F3F1<br/>Pantone / Cool Gray 1 U</p>                                                                                                                                                                                                                                                                               | <p><b>Ocean Blue</b><br/>RGB / 0, 124, 184<br/>CMYK / 92, 38,<br/>Pantone / 2193 U</p>                                     |
|                                                                                                                                                                                                                                                                                                                         | <p><b>Deep Valley</b><br/>RGB / 1, 89, 43<br/>CMYK / 99, 38, 100, 34<br/>HEX / #01592B<br/>Pantone / 358 U</p>       |                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                            |
|                                                                                                                                                                                                                                                                                                                         | <p><b>Rolling Hills</b><br/>RGB / 195, 180, 20<br/>CMYK / 48, 10, 100, 0<br/>HEX / #C4D414<br/>Pantone / 3507 U</p>  |                                                                                                                                                                                                                                                                                                                                                                                                      | <p><b>Midnight</b><br/>RGB / 0, 82, 104<br/>CMYK / 100, 38, 43, 22<br/>HEX / #005228<br/>Pantone / 4159 U</p>              |
| Typography                                                                                                                                                                                                                                                                                                              |                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                            |
| <p>Both Sarabun and Inter are free Google fonts and can be downloaded at <a href="https://fonts.google.com/">https://fonts.google.com/</a>.</p>                                                                                                                                                                         |                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                            |
| <p><b>Creating a healthier Marin together.</b></p>                                                                                                                                                                                                                                                                      |                                                                                                                      | <p><b>Headlines</b><br/>Sarabun / Bold</p>                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                            |
| <p><b>One Step at a Time</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> |                                                                                                                      | <p><b>Subheads</b><br/>Inter / Semibold</p> <p><b>Body Copy</b><br/>Inter / Regular</p>                                                                                                                                                                                                                                                                                                              |                                                                                                                            |
| <p><b>Learn More</b></p>                                                                                                                                                                                                                                                                                                |                                                                                                                      | <p><b>CTA / Details</b><br/>Sarabun / ExtraBold</p>                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                            |
| Graphics                                                                                                                                                                                                                                                                                                                |                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                            |
|  <p>Clean Breeze and White</p>                                                                                                                                                                                                     |  <p>Ocean Blue and Midnight</p> |  <p>Forest Shade and Deep Valley</p>                                                                                                                                                                                                                                                                            |  <p>Rolling Hills and Deep Valley</p> |





# Logo

| Website Budget     |                 |
|--------------------|-----------------|
| Design             | \$20,000        |
| <b>Total Costs</b> | <b>\$20,000</b> |
| Budget             | \$20,000*       |
| Variance           | \$0             |





# Community Pop Ups



# Marin Girls Teen Pop Up

| Category                     |     |
|------------------------------|-----|
| Venue                        | \$0 |
| Food for Staff               | \$0 |
| Print Advertising – SF Chron | \$0 |
| Print Advertising - MIJ      | \$0 |
| Digital Advertising          | \$0 |
| Social Media                 | \$0 |
| Neighborhood Posts           | \$0 |
| Internal Marketing           | \$0 |
| Swag                         | \$0 |
| Total                        | \$0 |

| Budget/Results       |         |
|----------------------|---------|
| Total Costs          | \$0     |
| Budget               | \$2,000 |
| Variance             | \$2,000 |
| Total Lives Screened | 91      |



# Car Wash – San Rafael Pop Up

| Category                     |     |
|------------------------------|-----|
| Venue                        | \$0 |
| Food for Staff               | \$0 |
| Print Advertising – SF Chron | \$0 |
| Print Advertising - MIJ      | \$0 |
| Digital Advertising          | \$0 |
| Social Media                 | \$0 |
| Neighborhood Posts           | \$0 |
| Internal Marketing           | \$0 |
| Swag                         | \$0 |
| Total                        | \$0 |

| Budget/Results       |         |
|----------------------|---------|
| Total Costs          | \$0     |
| Budget               | \$2,000 |
| Variance             | \$2,000 |
| Total Lives Screened | 35      |



# Car Wash – Novato – Pop Up

| Category                     |     |
|------------------------------|-----|
| Food for Staff               | \$0 |
| Print Advertising – SF Chron | \$0 |
| Print Advertising - MIJ      | \$0 |
| Digital Advertising          | \$0 |
| Social Media                 | \$0 |
| Neighborhood Posts           | \$0 |
| Internal Marketing           | \$0 |
| Swag                         | \$0 |
| Total                        | \$0 |

| Budget/Results       |     |
|----------------------|-----|
| Total Costs          | \$0 |
| Budget               | \$0 |
| Variance             | \$0 |
| Total Lives Screened | 58  |





# Marin City Women's Health and Wellness Pop Up

| Category                                 |       |
|------------------------------------------|-------|
| Production of Materials, Banner, Signage | \$715 |
| Food for Staff                           | \$0   |
| Print Advertising – SF Chron             | \$0   |
| Print Advertising - MIJ                  | \$0   |
| Digital Advertising                      | \$0   |
| Social Media                             | \$0   |
| Neighborhood Posts                       | \$0   |
| Internal Marketing                       | \$0   |
| Swag                                     | \$0   |
| Total                                    | \$0   |

| Budget/Results       |         |
|----------------------|---------|
| Total Costs          | \$715   |
| Total Budget         | \$2,000 |
| Variance             | \$1,285 |
| Total Lives Screened | 121     |



# Pickleweed Park Pop Up

| Category                                 | \$      |
|------------------------------------------|---------|
| Production of Banners, Signs, Collateral | \$715   |
| Venue                                    | \$0     |
| Food for Staff                           | \$50    |
| Print Advertising – SF Chron             | \$0     |
| Print Advertising - MIJ                  | \$0     |
| Digital Advertising                      | \$0     |
| Social Media                             | \$300   |
| Neighborhood Posts                       | \$0     |
| Flyers                                   | \$0     |
| Internal Marketing                       | \$0     |
| Swag                                     | \$0     |
| Total                                    | \$1,065 |

| Budget/Results       |         |
|----------------------|---------|
| Total Costs          | \$1,065 |
| Total Budget         | \$2,000 |
| Variance             | \$935   |
| Total Lives Screened | 62      |







# Seminars





# Healthy Eating Seminar

February 29, 2024

Location:  
Drakes Landing Community Center

Presented by:  
Hugh Groman

Total Attendees: 131

Leap into Healthy Eating this Leap Year  
with a Free Cooking Demonstration and  
Tasting Led by Celebrity Chef Hugh Groman



Brought to you by Marin Healthcare District  
Join Hugh Groman as he teaches you how to prepare healthy meals that are bursting with flavor. Hugh will create four phenomenal dishes that will wow any crowd. From the starters to the main course and all of the sides. Finally, for the sweet lovers out there, Hugh prepares a fabulous healthy dessert that your friends and family will love. A full tasting of each course is included. Demonstration will be provided in English and Spanish.

**Date:** February 29, 2024

**Time:** 5:30 – 7:30 pm

**Location:**

Larkspur Landing  
Community Room  
300 Larkspur Landing  
Suite 50  
Greenbrae, CA 94904



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. Hugh has catered events honoring such notables as Barack Obama, Mikhail Baryshnikov, Harry Belafonte, Harrison Ford, and more.



# Healthy Eating Seminar

| Category                             | \$       |
|--------------------------------------|----------|
| Venue                                | \$0      |
| Food and Beverage                    | \$8,465  |
| Staff                                | \$926    |
| Sales Tax, Production                | \$3,167  |
| Print Advertising – SF Chron – 2 Ads | \$4,503  |
| Print Advertising – MIJ – 2 Ads      | Free     |
| Social Media                         | \$300    |
| Digital Advertising                  | Free     |
| Neighborhood Posts                   | Free     |
| Internal Marketing                   | Free     |
| Swag                                 | Free     |
| Total                                | \$17,361 |

| Budget/Results            |          |
|---------------------------|----------|
| Total Spend               | \$17,361 |
| Total Budget              | \$23,000 |
| Variance                  | \$5,639  |
| Total RSVPs               | 131      |
| Capacity of Room Utilized | 100%     |

| Results by Media Type | #   | %   |
|-----------------------|-----|-----|
| Print                 | 72  | 55% |
| Digital Ads           | 15  | 12% |
| Social                | 9   | 6%  |
| Friend                | 14  | 11% |
| Doesn't Specify       | 21  | 16% |
| Total                 | 131 |     |



# Advance Directive Seminar

August 28, 5:30 – 7:00 pm

Location:  
MarinHealth Medical Center

Presented by:  
Sabine Schmid & Dr. Biddle

Total Attendees: 84

## Do you have an end-of-life plan?



**Learn what steps to take to be prepared. Join us for a FREE end-of-life planning seminar.**

Whether you are a person living with a serious illness, a caregiver of a loved one, or the healthiest you have ever been, having an end-of-life plan in the event you are unable to speak for yourself is important.

Provide yourself and your family with peace of mind knowing that your wishes will be honored no matter what happens.

Join us In-person or virtually to learn what steps you need to take in preparing for your advance health care plan.

**PRESENTERS**



**Joshua Biddle, MD**  
Palliative Medicine



**Sabine Schmid, BCC**  
Palliative Care

**FREE Seminar**

**WHEN** Wednesday, August 28  
**TIME** 5:30 – 7:30 p.m.  
**LOCATION** MarinHealth Medical Center  
250 Bon Air Road  
Greenbrae, CA 94904  
Room: Conference Center

Dinner and light refreshments served.  
**Space is limited, RSVP now!**  
[MyMarinHealth.org/AdvanceHealthPlan](https://www.marinhealth.org/AdvanceHealthPlan)

*Brought to you by MarinHealth and the Marin Healthcare District.*





# Advance Directive Seminar

| Category                             | \$       |
|--------------------------------------|----------|
| Venue                                | \$0      |
| Food for Guests                      | \$0      |
| Production Costs                     | \$1,434  |
| Print Advertising – SF Chron – 2 Ads | \$4,503  |
| Print Advertising – MIJ – 4 Ads      | \$7,560  |
| Print Pacific Sun – 1 Ad             | \$1,535  |
| Social Media                         | \$300    |
| Digital Advertising                  | Free     |
| Neighborhood Posts                   | Free     |
| Internal Marketing                   | Free     |
| Swag                                 | N/A      |
| Total                                | \$15,032 |

| Budget/Results            |          |
|---------------------------|----------|
| Total Spend               | \$15,032 |
| Total Budget              | \$23,000 |
| Variance                  | \$7,968  |
| Total RSVPs               | 91       |
| Capacity of Room Utilized | 100%     |

| Results by Media Type | #  | %   |
|-----------------------|----|-----|
| Print                 | 61 | 67% |
| Digital Ads           | 8  | 9%  |
| Social                | 9  | 10% |
| Friend                | 0  | 0%  |
| Doesn't Specify       | 13 | 14% |
| Total                 | 91 |     |

# Hypertension Seminar

September 24, 5:30 – 7:00 pm

Location:  
Four Points Sheraton

Presented by:  
Drs. Brian Keeffe, Ines Sherifi, Robert  
Sperling

Total Attendees: 167

## New Advances in Treating High Blood Pressure



Join us for a FREE seminar to learn about new innovative treatments, technology, and ways to reduce high blood pressure.

If you've been diagnosed with hypertension or high blood pressure, this educational event will help you learn about:

- Progression of hypertension
- Women and hypertension
- Medication management
- Innovative new procedures
- Lifestyle changes for maximum impact
- Q/A Session

**PRESENTERS FROM THE HAYNES  
CARDIOVASCULAR INSTITUTE INCLUDE:**



Brian Keeffe, MD  
Cardiology, Sports  
Cardiology



Robert T. Sperling, MD  
Interventional  
Cardiology



Ines Sherifi, MD  
Cardiology, Women's  
Heart Health

Join us for a FREE Innovations  
in Managing High Blood  
Pressure Seminar

**REGISTER TODAY**

**Tuesday, September 24**  
5:30 – 7:00 pm

**Location**

Four Points Sheraton  
1010 Northgate Drive  
San Rafael, CA 94903  
Room: Main Ballroom

Seminar will be conducted in English  
and Spanish.

Light dinner and refreshments served.

**RSVP:**

Space is limited.  
RSVP by September 20, 2024.  
[MyMarinHealth.org/Hypertension](https://www.marinhealth.org/Hypertension)

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# Hypertension Seminar

| Category                                                      | \$       |
|---------------------------------------------------------------|----------|
| Production of Posters, Handouts, Animated Digital Ads, Videos | \$1,521  |
| Venue                                                         | \$4,438  |
| Print Advertising – SF Chron (3 Ads)                          | \$6,754  |
| Print Advertising – MIJ (3 Ads)                               | \$5,570  |
| Digital Advertising                                           | \$1,536  |
| Social Media                                                  | \$450    |
| Neighborhood Posts                                            | \$0      |
| Internal Marketing                                            | \$0      |
| Swag                                                          | \$0      |
| Total                                                         | \$20,269 |

| Budget/Results            |          |
|---------------------------|----------|
| Total Spend               | \$20,269 |
| Total Budget              | \$23,000 |
| Variance                  | \$2,731  |
| Total RSVPs               | 167      |
| Capacity of Room Utilized | 100%     |

| Results by Media Type | #   | %   |
|-----------------------|-----|-----|
| Print                 | 91  | 55% |
| Digital Ads           | 18  | 11% |
| Social                | 21  | 12% |
| Friend                | 0   | 0%  |
| Doesn't Specify       | 37  | 22% |
| Total                 | 167 |     |

# 2024 Budget Summary





# Budget Summary - 2024



|                                     | 2024     |           |          |
|-------------------------------------|----------|-----------|----------|
| ITEM                                | Actual   | Budget    | Variance |
| Charitable Contributions            | \$0      | \$16,000  | \$16,000 |
| Logo                                | \$20,000 | \$20,000* | \$0      |
| Website                             | \$14,658 | \$15,000* | \$342    |
| Annual Report                       | \$0      | \$50,000  | \$50,000 |
| Subtotal                            | \$34,658 | \$101,000 | \$66,342 |
| POP UPS                             |          |           |          |
| Marin Girl Teens Pop Up             | \$0      | \$2,000   | \$2,000  |
| Car Wash Pop Up - Novato Pop Up     | \$0      | \$0       | \$0      |
| Car Wash Pop Up - San Rafael Pop Up | \$0      | \$2,000   | \$2,000  |
| Marin City Women's Pop Up           | \$715    | \$2,000   | \$1,285  |
| Pickleweed Park Pop Up              | \$1,065  | \$2,000   | \$935    |
| Subtotal                            | \$1,780  | \$8,000   | \$6,220  |
| SEMINARS AND ADVERTISING            |          |           |          |
| Healthy Eating Seminar              | \$17,361 | \$23,000  | \$5,639  |
| Advance Directive Seminar           | \$15,032 | \$23,000  | \$7,968  |
| Hypertension Seminar                | \$20,269 | \$23,000  | \$2,731  |
| Subtotal                            | \$52,662 | \$69,000  | \$16,338 |
| Total                               | \$89,100 | \$178,000 | \$88,900 |

\* Reflects budget redistribution approved in October 2023

2025





Pop-Ups

# Marin Girls Teen Pop Up

| Category                     |     |
|------------------------------|-----|
| Venue                        | \$0 |
| Food for Staff               | \$0 |
| Print Advertising – SF Chron | \$0 |
| Print Advertising - MIJ      | \$0 |
| Digital Advertising          | \$0 |
| Social Media                 | \$0 |
| Neighborhood Posts           | \$0 |
| Internal Marketing           | \$0 |
| Swag                         | \$0 |
| Total                        | \$0 |

| Budget/Results       |         |
|----------------------|---------|
| Total Cost           | \$0     |
| Budget               | \$2,216 |
| Variance             | \$2,216 |
| Total Lives Screened | 101     |





# Library Popup – Fairfax – May 5

| Category                     |     |
|------------------------------|-----|
| Venue                        | \$0 |
| Food for Staff               | \$0 |
| Print Advertising – SF Chron | \$0 |
| Print Advertising - MIJ      | \$0 |
| Digital Advertising          | \$0 |
| Social Media                 | \$0 |
| Neighborhood Posts           | \$0 |
| Internal Marketing           | \$0 |
| Swag                         | \$0 |
| Total                        | \$0 |

| Budget/Results       |         |
|----------------------|---------|
| Total Cost           | \$0     |
| Budget               | \$2,216 |
| Variance             | \$2,216 |
| Total Lives Screened | 150     |



# Library Popup – San Rafael – TBD

| Category                     |     |
|------------------------------|-----|
| Venue                        | \$0 |
| Food for Staff               | \$0 |
| Print Advertising – SF Chron | \$0 |
| Print Advertising - MIJ      | \$0 |
| Digital Advertising          | \$0 |
| Social Media                 | \$0 |
| Neighborhood Posts Package   | \$0 |
| Internal Marketing Package   | \$0 |
| Swag                         | \$0 |
| Total                        | \$0 |

| Budget/Results       |         |
|----------------------|---------|
| Total Spend          | \$0     |
| Budget               | \$2,216 |
| Variance             | \$2,216 |
| Total Lives Screened | TBD     |



# Library Popup – San Anselmo – TBD

| Category                     |     |
|------------------------------|-----|
| Venue                        | \$0 |
| Food for Staff               | \$0 |
| Print Advertising – SF Chron | \$0 |
| Print Advertising - MIJ      | \$0 |
| Digital Advertising          | \$0 |
| Social Media                 | \$0 |
| Neighborhood Posts Package   | \$0 |
| Internal Marketing Package   | \$0 |
| Swag                         | \$0 |
| Total                        | \$0 |

| Budget/Results       |         |
|----------------------|---------|
| Total Spend          | \$0     |
| Budget               | \$2,216 |
| Variance             | \$2,216 |
| Total Lives Screened | TBD     |



# Marin Senior Fair- September 17

| Category                     |     |
|------------------------------|-----|
| Venue                        | \$0 |
| Food for Staff – 6 people    | \$0 |
| Print Advertising – SF Chron | \$0 |
| Print Advertising - MIJ      | \$0 |
| Digital Advertising          | \$0 |
| Social Media                 | \$0 |
| Neighborhood Posts           | \$0 |
| Internal Marketing           | \$0 |
| Swag                         | \$0 |
| Total                        | \$0 |

| Budget/Results       |     |
|----------------------|-----|
| Total Spend          | \$0 |
| Budget               | \$0 |
| Variance             | \$0 |
| Total Lives Screened | TBD |





# Marin City Health and Wellness Day – October 29

| Category                     |     |
|------------------------------|-----|
| Venue                        | \$0 |
| Food for Staff               | \$0 |
| Print Advertising – SF Chron | \$0 |
| Print Advertising - MIJ      | \$0 |
| Digital Advertising          | \$0 |
| Social Media                 | \$0 |
| Neighborhood Posts           | \$0 |
| Internal Marketing           | \$0 |
| Swag                         | \$0 |
| Total                        | \$0 |

| Budget/Results       |     |
|----------------------|-----|
| Total Spend          | \$0 |
| Budget               | \$0 |
| Variance             | \$0 |
| Total Lives Screened | TBD |







# Seminars



# Careers in Medicine Seminar

February 27, 12–3:30 pm

Location:

MarinHealth Medical Center  
250 Bon Air Road  
Greenbrae, CA 94904  
Room: Conference Center

Marin Board of Education  
High Schools throughout Marin  
County

Logistics:  
Capacity = 64 (Plus Chaperones)  
English  
Lunch provided

Promotions:  
Flyers  
School Board-Driven

## Exploring Careers in Medicine & Healthcare

Brought to you by the Marin Healthcare District



Are you interested in a career in medicine or healthcare, but are not sure which job is best for you, or how to start preparing for it? We've got you covered! Join us for a FREE event where you can learn about a variety of careers, such as a surgeon, nurse, radiology technician, medical assistant, CEO, and more. Learn about the pros and cons of different careers, and get a behind-the-scenes tour of MarinHealth Medical Center and its operating rooms.

You'll have plenty of time to engage with clinicians and ask questions. Sign-up to learn from some of medicine's most highly respected professionals and start your journey today.



**When:** Thursday, February 27, 12 – 3:30 pm

**Location:**  
MarinHealth Medical Center  
250 Bon Air Road | Greenbrae, CA 94904

**Room:** Conference Center

**Sign-up:** Go to [MyMarinHealth.org/CareersInMedicine](https://MyMarinHealth.org/CareersInMedicine)

Sign-up and complete your school and Marin County Office of Education (MCOE) permission forms by February 11, 2025.

**Questions?** Email [marinccr@marinschools.org](mailto:marinccr@marinschools.org)

Lunch will be provided.



World-class care. Closer than you think.



# Careers in Medicine Seminar

| Category                     |         |
|------------------------------|---------|
| Venue                        | \$0     |
| Food for Staff               | \$0     |
| Print Advertising – SF Chron | \$0     |
| Print Advertising - MIJ      | \$0     |
| Digital Advertising          | \$0     |
| Social Media                 | \$0     |
| Neighborhood Posts           | \$0     |
| Internal Marketing           | \$0     |
| Swag                         | \$0     |
| AV Production                | \$5,600 |
| Total                        | \$5,600 |

| Budget/Results            |         |
|---------------------------|---------|
| Total Spend               | \$5,600 |
| Budget                    | \$8,000 |
| Variance                  | \$2,400 |
| Total # of Students       | 65      |
| Capacity of Room Utilized | 100%    |





# Mens' and Womens' Spring Health Fair

Saturday, March 15, 11 – 1 pm

Location: Embassy Suites – San Rafael

Featured Speakers/Topics:

Enlarged Prostate? Learn about Aquablation, a proven minimally invasive procedure that can provide lasting relief. – Patrick Bennett, MD

Preventing and beating breast cancer – Leah Kelley, MD

Menopause and longevity: A roadmap for vitality – Lizellen La Follette, MD

How can you prevent diabetes? Do continuous glucose monitors have a role? – Sharleen Sidhu, MD

RSVPs: 237

Living your  
best life is  
closer than  
you think



Join us for a FREE seminar at our Spring Health and Wellness Symposium.

Our seminars will help you learn from world-class physicians about new treatments, technologies and ways to live your life to its fullest. Choose which seminars are right for you.

#### DATE

Saturday, March 15  
11:00 – 2:00 p.m.

#### LOCATION

Embassy Suites  
101 McInnis Pkwy  
San Rafael, CA 94903  
Room: Main Ballroom

**SPACE IS LIMITED. RSVP BY MARCH 7.**

[www.MyMarinHealth.org/SpringHealth](http://www.MyMarinHealth.org/SpringHealth)

Lunch will be served.

Seminars available in English and Spanish.

REGISTER  
TODAY

#### PRESENTERS



**Patrick Bennett, MD, Urology**  
**Topic:** Enlarged Prostate? Learn About Aquablation, a Proven Minimally Invasive Procedure That Can Provide Lasting Relief.



**Leah M. Kelley, MD, Breast Surgery**  
**Topic:** Preventing and Beating Breast Cancer



**Lizellen La Follette, MD, OB/GYN**  
**Topic:** Menopause and Longevity: A Roadmap for Vitality



**Sharleen Sidhu, MD, Endocrinology, Diabetes & Metabolism**  
**Topic:** How Can You Prevent Diabetes? Do Continuous Glucose Monitors Have a Role?

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# Mens' and Womens' Spring Health Fair – 4 Seminars

| Category                             |          |
|--------------------------------------|----------|
| Hotel Venue                          | \$3,050  |
| Food & Beverage                      | \$8,000  |
| Print Advertising – SF Chron – 3 Ads | \$6,754  |
| Print Advertising – MIJ – 4 Ads      | \$7,560  |
| Digital Advertising                  | \$1,636  |
| Eblasts                              | \$0      |
| Social Media                         | \$350    |
| Neighborhood Sites                   | \$0      |
| Patch                                | \$0      |
| Flyers in Clinics and Community      | \$0      |
| Internal Marketing                   | \$0      |
| AV Production – Two Rooms            | \$10,720 |
| Translators – Two                    | \$1,500  |
| Total                                | \$39,570 |

| Budget/Results             |          |
|----------------------------|----------|
| Total Spend                | \$39,570 |
| Budget                     | \$46,000 |
| Variance                   | \$6,430  |
| Total RSVPs                | 237      |
| Capacity of Rooms Utilized | 100%     |

| Results by Media Type | #   | %   |
|-----------------------|-----|-----|
| Print                 | 135 | 57% |
| Digital Ads           | 11  | 5%  |
| Social                | 22  | 9%  |
| Email                 | 11  | 5%  |
| Doesn't Specify       | 58  | 25% |
| Total                 | 237 |     |



# Growing an Edible Garden Seminar

## Date and Location TBD

Location:

Falkirk Cultural Center  
1408 Mission Avenue at E Street  
San Rafael, CA 94901

Featured Speakers/Topics:  
Master Gardener



# Growing an Edible Garden – Estimate Only

| Category                        |          |
|---------------------------------|----------|
| Venue                           | \$472    |
| Staff (Master Gardener)         | \$200    |
| Print – SF Chronicle – 2 Ads    | \$4,502  |
| Print Advertising – MIJ – 2 Ads | \$3,600  |
| Digital Advertising             | \$200    |
| Social Media                    | \$300    |
| Neighborhood Posts              | \$0      |
| Internal Marketing              | \$0      |
| Eblast                          | \$0      |
| Swag - Seedlings                | \$500    |
| Food and Beverage               | \$500    |
| Total                           | \$10,274 |

| Budget/Results        |          |
|-----------------------|----------|
| Total Estimated Spend | \$10,274 |
| Budget                | \$16,000 |
| Estimated Variance    | \$5,726  |
| Total RSVPs           | TBD      |







# Eblasts, Website Maintenance, and Annual Report

# Eblast & Website Maintenance

| Eblast                           |         |
|----------------------------------|---------|
| Eblast Costs (1 Eblast Deployed) | \$0     |
| Estimated Costs May - December   | \$9,000 |
| Total Costs                      | \$9,000 |
| Budget                           | \$9,000 |
| Variance                         | \$0     |

| Website Maintenance            |         |
|--------------------------------|---------|
| Maintenance Costs              | \$0     |
| Estimated Costs May - December | \$2,000 |
| Total Costs                    | \$0     |
| Budget                         | \$4,000 |
| Variance                       | \$2,000 |



# Annual Report

| Annual Report                 |         |
|-------------------------------|---------|
| Cost                          | \$0     |
| Estimated Cost May - December | \$7,000 |
| Total Cost                    | \$7,000 |
| Budget                        | \$7,000 |
| Variance                      | \$0     |







# Budget Summary 2025

# YTD Budget 2025



| ITEM                                            | YTD             |                  |                 |
|-------------------------------------------------|-----------------|------------------|-----------------|
|                                                 | Actual          | Budget           | Variance        |
| Miscellaneous                                   |                 |                  |                 |
| Charitable Contributions*                       | \$16,000        | \$16,000         | \$0             |
| Annual Report                                   | \$0             | \$7,000          | \$7,000         |
| Eblasts (Minimum of 3)                          | \$0             | \$9,000          | \$9,000         |
| Website Maintenance                             | \$0             | \$4,000          | \$4,000         |
| <b>Subtotal</b>                                 | <b>\$16,000</b> | <b>\$36,000</b>  | <b>\$20,000</b> |
| <br>POP UPS (MINIMUM OF FOUR)                   |                 |                  |                 |
| Girls and Teens Pop Up                          | \$0             | \$2,216          | \$2,216         |
| Library Pop Up - Fairfax                        | \$0             | \$2,216          | \$2,216         |
| Library Pop Up - San Anselmo                    | \$0             | \$2,216          | \$2,216         |
| Library Pop Up - San Rafael                     | \$0             | \$2,216          | \$2,216         |
| Senior Fair Pop Up                              | \$0             | \$0              | \$0             |
| Marin City Women's Health Pop Up                | \$0             | \$0              | \$0             |
| <b>Subtotal</b>                                 | <b>\$0</b>      | <b>\$8,864</b>   | <b>\$8,864</b>  |
| <br>Seminars and Advertising (Minimum of Three) |                 |                  |                 |
| Careers in Medicine Seminar                     | \$5,600         | \$8,000          | \$2,400         |
| Mens and Womens Health Fair - 4 Seminars        | \$39,570        | \$46,000         | \$6,430         |
| Edible Garden Seminar                           | \$0             | \$16,000         | \$16,000        |
| <b>Subtotal</b>                                 | <b>\$45,170</b> | <b>\$70,000</b>  | <b>\$24,830</b> |
| <b>Total</b>                                    | <b>\$61,170</b> | <b>\$114,864</b> | <b>\$53,694</b> |

\* At the discretion of the Board. Assumes the Board will obligate funds based on community request/need.



# Estimated Budget 2025



## Year-End Estimate

| ITEM                                     | Actual          | Budget           | Variance        |
|------------------------------------------|-----------------|------------------|-----------------|
| Miscellaneous                            |                 |                  |                 |
| Charitable Contributions*                | \$16,000        | \$16,000         | \$0             |
| Annual Report                            | \$7,000         | \$7,000          | \$0             |
| Eblasts (Minimum of 3)                   | \$9,000         | \$9,000          | \$0             |
| Website Maintenance                      | \$2,000         | \$4,000          | \$2,000         |
| <b>Subtotal</b>                          | <b>\$34,000</b> | <b>\$36,000</b>  | <b>\$2,000</b>  |
| <b>POP UPS (MINIMUM OF FOUR)</b>         |                 |                  |                 |
| Girls and Teens Pop Up                   | \$0             | \$2,216          | \$2,216         |
| Library Pop Up - Fairfax                 | \$0             | \$2,216          | \$2,216         |
| Library Pop Up - San Anselmo             | \$0             | \$2,216          | \$2,216         |
| Library Pop Up - San Rafael              | \$0             | \$2,216          | \$2,216         |
| Senior Fair Pop Up                       | \$0             | \$0              | \$0             |
| Marin City Women's Health Pop Up         | \$0             | \$0              | \$0             |
| <b>Subtotal</b>                          | <b>\$0</b>      | <b>\$8,864</b>   | <b>\$8,864</b>  |
| <b>SEMINARS AND ADVERTISING</b>          |                 |                  |                 |
| Careers in Medicine Seminar              | \$5,600         | \$8,000          | \$2,400         |
| Mens and Womens Health Fair - 4 Seminars | \$39,570        | \$46,000         | \$6,430         |
| Edible Garden Seminar                    | \$10,274        | \$16,000         | \$5,726         |
| <b>Subtotal</b>                          | <b>\$55,444</b> | <b>\$70,000</b>  | <b>\$14,556</b> |
| <b>Total</b>                             | <b>\$89,444</b> | <b>\$114,864</b> | <b>\$25,420</b> |

\* At the discretion of the Board. Assumes the Board will obligate funds based on community request/need.