

MARIN HEALTHCARE DISTRICT

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Board of Directors Lease, Building, Education and Outreach Committee Monday, July 7, 2025 @ 5:15 PM Marin Healthcare District Office

MINUTES

1. Call to Order

Chair Rienks called the meeting to order at 5:15 pm.

2. Roll Call

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

Staff present: David G. Klein, MD, CEO; 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. Taylor moved to approve the agenda as presented.

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

Minutes approval: Ms. Taylor moved to approve the minutes of the meeting of May 6, 2025.

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

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

The committee discussed the upcoming health seminar focused on “growing your own food.” Marin Art and Garden Center expressed interest in a co-branded, interactive event and offered to host a follow-up meeting or provide a site tour. While the gardener is highly knowledgeable, they may require support from staff experienced in leading interactive sessions. The estimated cost for the event would be \$1,800 for the venue, with a small additional speaker fee. The committee considered the benefits of co-branding, particularly increased promotional reach. Alternative locations such as San Rafael, Mill Valley, and Marin City were explored, but challenges included lack of space or appropriate staff. The committee acknowledged that a summer gardening seminar may be unrealistic at this stage and expressed interest in potentially focusing on winter gardening with fall planting. A site visit to the Marin Art and Garden Center will be coordinated, and the committee will continue exploring potential fall dates.

6. Future Events for the Immigrant Community

The committee had a robust discussion regarding the growing concern among immigrant and mixed-status families in accessing healthcare due to fear stemming from recent federal policy changes. Chair Rienks, referenced a presentation by Dr. Lisa Santora and noted the urgency to develop sensitive and discreet outreach strategies. Suggestions included collaborating with trusted partners such as MCC, Buckelew Programs, and Canal Alliance; creating short informational videos in Spanish; attending school and workplace events; and distributing flyers via food delivery programs. The committee considered forming a planning meeting with local healthcare leaders and public health officials to coordinate efforts

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and share best practices. Ideas included confidential pop-up clinics, word-of-mouth outreach, and educational messages emphasizing confidentiality and guaranteed access to care. The committee agreed to compile a list of potential partners and develop a plan to support outreach, including to pregnant Latinas and youth populations. A follow-up meeting will be scheduled to continue these efforts.

7. **Budget Review**

Ms. Kinney presented a detailed budget overview for community education and outreach activities. Overall, 2024 concluded with the program operating under budget by approximately \$89K, and the current 2025 projections show a favorable variance of over \$25K. The committee reviewed costs and outcomes for seminars, pop-up events, and marketing channels. Notable successes included a well-attended hypertension seminar, the Marin City women's health event, and new library-based pop-ups. The Careers in Medicine seminar was especially impactful, with student participants staying engaged post-event. The committee discussed the possibility of holding the seminar twice a year and considered fall timing to better align with student college planning. Suggestions for future content and communications were also discussed, including blog topics and e-blasts targeting different demographics.

8. **Website Data Update**

Dr. Klein and Ms. Kinney reported due to recent legal concerns related to pixel tracking and patient privacy, all tracking features on the website were turned off out of an abundance of caution. As a result, there is currently no reliable data on page views or video engagement. The marketing team is working to implement updated tracking mechanisms in compliance with legal guidance. The committee discussed the implications of this change and expressed interest in learning more about the website's reach once new systems are in place.

9. **Adjournment**

Chair Rienks adjourned the meeting at 6:28 pm.