***KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS***

***MARKETING & COMMUNITY RELATIONS***

Wednesday, October 2, 2024

Sequoia Regional Cancer Center Conference Room

4945 W. Cypress Avenue – Kaweah Health Sequoia Regional Cancer Center

ATTENDING: Directors: Ambar Rodriguez (Chair) and Dave Francis; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Karen Cocagne, Director of Marketing & Media Relations; Deborah Volosin, Director of Community Engagement; Gary Rogers, Sr. Communications Specialist; Patrick Moorman, Jr., Sr. Marketing Specialist; Greg Bitney, Sr. Graphic Designer; Samantha Torres, Social Media Specialist; Amee Longbottom, Sr. Communications Specialist; Jaclyn Bunting, Sr. Communications Specialist; and Lisette Mariscal, Recording

**OPEN MEETING – 4:00 PM**

1. **Call to order –** *Ambar Rodriguez, Chair*
2. **Public / Medical Staff participation –** Members of the public may comment on agenda items before action is taken and after it is discussed by the Board. Each speaker will be allowed five minutes. Members of the public wishing to address the Board concerning items not on the agenda and within the jurisdictions of the Board are requested to identify themselves at this time.  For those who are unable to attend the beginning of the Board meeting during the public participation segment but would like to address the Board, please contact the Board Clerk (Kelsie Davis 559-624-2330) or kedavis@kaweahhealth.org to make arrangements to address the Board.
3. [**MINUTES**](https://us.nasdaqboardvantage.com/services/rh?resourceid=MERPREQ6MDNZWEpFLTdERDE4MUE2RTI2MDRBN0RBMzRGRjc2RkEzNDRBMDg2)- Approval of open meeting minutes from August 2024.
4. **Community Engagement –** *Deborah Volosin, Director of Community Engagement*
	1. Update on community engagement and events
5. [**Marketing & Media Relations**](https://ec.boardvantage.com/services/rh?resourceid=MERPREQ6MDNZWEpFLUFFN0U4NkRCQUIzRjRDRjRCQkExRTk4OTY3ODA3MkMz) **–** *Karen Cocagne, Director of Marketing & Media Relations*
	1. [Marketing Update](https://us.nasdaqboardvantage.com/services/rh?resourceid=MERPREQ6MDNZWEpFLUE2NkE2OUJFNjUzNzRDNjg5QTI4NTZEODUyQUFGODkz)
		1. [Kaweah Health Rawhide Night](https://us.nasdaqboardvantage.com/services/rh?resourceid=MERPREQ6MDNZWEpFLTZGN0I5QjgxQkMxQjQ5MThBN0FCRUUzQTRFMkJDMjhB)
		2. [New Graphics](https://us.nasdaqboardvantage.com/services/rh?resourceid=MERPREQ6MDNZWEpFLTAyOEMwMzQwRDU5RDRGQkM5QzBBRTFCREFCNjRBNTk5)
		3. [Doctor Announcements](https://us.nasdaqboardvantage.com/services/rh?resourceid=MERPREQ6MDNZWEpFLTU1MTMyNTNGODk0QTQyNzY5RUYxRTE0MjFENDU1Mzgy)
	2. [Social Media/Media Relations Update](https://us.nasdaqboardvantage.com/services/rh?resourceid=MERPREQ6MDNZWEpFLTZCQTlEREJFNzM1MzRFRDBBNUQ2MTBCOUQyQjkzQ0U4)

**Adjourn** – *Ambar Rodriguez, Chair*

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate at this meeting, please contact the Board Clerk (559) 624-2330. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to the Kaweah Delta Health Care District Board of Directors meeting.*