



## **KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS MARKETING & COMMUNITY RELATIONS**

Wednesday, August 21, 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; Ameer 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](mailto:kedavis@kaweahhealth.org) to make arrangements to address the Board.
- 3. MINUTES** - Approval of open meeting minutes from June 2024.
- 4. MARKETING & MEDIA RELATIONS** – *Karen Cocagne, Director of Marketing & Media Relations*
  - 4.1. Marketing Update**
  - 4.2. Social Media/Media Relations Update**
- 5. COMMUNITY ENGAGEMENT** – *Deborah Volosin, Director of Community Engagement*
  - 5.1. Update on community engagement and events**

### **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.*

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*Mike Olmos – Zone I  
President*

*Lynn Havard Mirviss – Zone II  
Vice President*

*Dean Levitan, MD – Zone III  
Board Member*

*David Francis – Zone IV  
Secretary/Treasurer*

*Ambar Rodriguez – Zone V  
Board Member*

8/16/2024 9:00:52 AM

**MISSION: Health is our Passion. Excellence is our Focus. Compassion is our Promise.**