



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

Monday, June 17, 2024  
Kaweah Health Medical Center  
305 W. Acequia Avenue – Executive Office Conference Room

ATTENDING: Directors: Ambar Rodriguez (Chair) and Mike Olmos; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Karen Cocagne, Director of Marketing & Media Relations; Deborah Volosin, Director of Community Engagement; María Rodríguez Ornelas, Sr. Communications Specialist; Gary Rogers, Sr. Communications Specialist; Patrick Moorman, Jr., Sr. Marketing Specialist; Greg Bitney, Sr. Graphic Designer; 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 April 2024.
4. **MARKETING & MEDIA RELATIONS** – *Karen Cocagne, Director of Marketing & Communications*
  - 4.1. **Marketing Update**
    - 4.1.1. **Dr. Kim Promotion**
    - 4.1.2. **Digital Updates**
    - 4.1.3. **Lifestyle Fitness Center New window graphics**
    - 4.1.4. **Hospital Night at the Ballpark**
    - 4.1.5. **Hands-Only CPR Training**
    - 4.1.6. **Stroke Month**
    - 4.1.7. **SRCC New TV Commercial**
  - 4.2. **Social Media Update**
  - 4.3. **Media Relations Update**
  - 4.4. **Reputation Management Update**
5. **COMMUNITY ENGAGEMENT** – *Deborah Volosin, Director of Community Engagement*
  - 5.1. Update on community engagement and events
  - 5.2. **GME New Resident Mixer**

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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

6/14/2024 9:22:19 AM

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

**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.*