



February 3, 2020

NOTICE

The Kaweah Delta Health Care District Board of Directors will meet in a Marketing and Public Affairs Committee meeting at 2:00PM on Wednesday February 5, 2020, in the Kaweah Delta Medical Center – Mineral King Wing – Blue Room {400 W. Mineral King, Visalia}.

All Kaweah Delta Health Care District regular board meeting and committee meeting notices and agendas are posted 72 hours prior to meetings in the Kaweah Delta Medical Center, Mineral King Wing entry corridor between the Mineral King lobby and the Emergency Department waiting room.

The disclosable public records related to agendas are available for public inspection at the Kaweah Delta Medical Center – Acequia Wing, Executive Offices (Administration Department) {1st floor}, 400 West Mineral King Avenue, Visalia, CA and on the Kaweah Delta Health Care District web page <http://www.kaweahdelta.org>.

KAWEAH DELTA HEALTH CARE DISTRICT
Lynn Havard Mirviss, Secretary/Treasurer

A handwritten signature in black ink that reads 'Cindy Moccio'.

Cindy Moccio
Board Clerk
Executive Assistant to the Chief Executive Officer

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KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS MARKETING & PUBLIC AFFAIRS COMMITTEE

Wednesday, February 5, 2020

Kaweah Delta Medical Center – 400 West Mineral King Avenue
Mineral King Wing – Blue Room

ATTENDING: Directors: Nevin House (Chair) and Garth Gipson; Gary Herbst, Chief Executive Officer; Marc Mertz, Vice President of Strategic Planning/Business Development; Dru Quesnoy Director of Marketing; Laura Florez-McCusker, Director of Media Relations; Jennifer Corum, Senior Marketing Specialist; Raymond Macareno, Senior Communications Specialist; Melissa Withnell, Communications Specialist; Jennifer Manduffie, Senior Graphic Designer; and Kelsie Davis, Recording

OPEN MEETING – 2:00 PM

Call to order – *Nevin House, Chair*

Public / Medical Staff participation – Members of the public wishing to address the Committee concerning items not on the agenda and within the subject matter jurisdiction of the Committee may step forward and are requested to identify themselves at this time. Members of the public or the medical staff may comment on agenda items after the item has been discussed by the Committee but before a Committee recommendation is decided. In either case, each speaker will be allowed five minutes.

1. **Review of Marketing and Public Affairs Committee Mission and Purpose** – *Nevin House, Chair*
2. **Discussion of communicating Board activity to the public** – *Nevin House, Chair*
3. **Rebranding Update** – *Marc Mertz, Vice President of Strategic Planning and Business Development*
4. **Marketing Update**– *Dru Quesnoy, Director of Marketing*
 - **Campaigns**
 - **New Commercial Development:** Next in Line for Production
 - **World Ag Expo**
5. **Social Media Update** - *Laura Florez-McCusker, Director of Media Relations*
6. **Media Relations Update** - *Laura Florez-McCusker, Director of Media Relations*
7. **Community Engagement Update**- *Deborah Volosin, Director of Community Relations*

- **Town Hall meetings**

Adjourn – Nevin House, 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.