



August 5, 2022

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 4:00PM on Wednesday August 10, 2022, at the Sequoia Regional Cancer Center, Pauline & Maynard Faught Conference Room; 4945 W. Cypress Avenue.

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 Kaweah Health 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 <https://www.kawahhealth.org>.

KAWEAH DELTA HEALTH CARE DISTRICT
Mike Olmos, Secretary/Treasurer

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

Cindy Moccio
Board Clerk, Executive Assistant to CEO

DISTRIBUTION:

Governing Board

Legal Counsel

Executive Team

Chief of Staff

<http://www.kawahhealth.org>



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

Wednesday, August 10, 2022

Kaweah Health Sequoia Regional Cancer Center

4945 W Cypress Avenue – Pauline & Maynard Fought Conference Room

ATTENDING: Directors: Garth Gipson (Chair) and Ambar Rodriguez; Marc Mertz, Interim CEO; Karen Tellalian, Director of Marketing & Communications; Deborah Volosin, Director of Community Engagement; Laura Florez-McCusker, Director of Media Relations; Raymond Macareno, Sr. Communications Specialist; María Rodríguez Ornelas, Communications Specialist; Patrick Moorman Jr., Sr. Marketing Specialist; Greg Bitney, Sr. Graphic Designer; and Kelsie Davis, Recording

OPEN MEETING – 4:00 PM

CALL TO ORDER – Garth Gipson, Chair

- 1. 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 (Cindy Moccio 559-624-2330) or cmoccio@kaweahhealth.org to make arrangements to address the Board.
- 2. SOCIAL MEDIA/MEDIA RELATIONS**– *Laura Florez-McCusker, Director of Media Relations*
 - 2.1.** Updates relative to recent social media engagement, new studio, staffing, and statistics.
- 3. COMMUNITY ENGAGEMENT** – *Deborah Volosin, Director of Community Engagement*
 - 3.1.** Updates relative to recent webinars, and community engagement revamp
 - 3.2.** Updates on current community events and FY22 year-end review on all community events.
- 4. MARKETING & COMMUNICATIONS** – *Karen Tellalian, Director of Marketing & Communications*
 - 4.1.** Updates relative to current marketing materials, rebranding, ads, and commercials

ADJOURN – Garth Gipson, 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.

*Mike Olmos – Zone I
Secretary/Treasurer*

*Lynn Havard Mirviss – Zone II
Vice President*

*Garth Gipson – Zone III
Board Member*

*David Francis – Zone IV
President*

*Ambar Rodriguez – Zone V
Board Member*

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

Marketing Committee Board Report

2021/2022 Community Engagement Recap

Community Engagement					
Group		# of Meetings		# of Community Participants	
Community Relations		10		6 attend regularly	
Healthcare for Today & Tomorrow		12		7 attend regularly	
Hospital of the Future		3			
Diversity Ambassadors		5		10-12 attend regularly	
Emergency Department Council		7		8 attend regularly	
Employee Ambassadors		7		15-20 attend regularly	
GOB Community Meetings		17		177 attended	
Faith Ambassadors		3		9 attend regularly	
Town Halls		1		58 attended live	
Community Engage Webinars		22		20 average attendance	
Kaweah Internal Events					
Starlight Awards		31 Days of Holiday Cheer		Farmers Markets	
GME Mixer		Tulare Clinic Open House		Holiday Community Giving Drive	
Memorial Fence Dedication		Hospital Week		Nursing Week	
Food Trucks		Veterans Day		Vaccine Clinics	
Holiday Meals		Employee Huddles (bi-weekly) 32 Huddles (130 average live attendees)			
Kaweah Community Events					
Sponsorship \$		# of Organizations Supported		# of KH reps at events	
\$103,680		65		210	
Organizations Supported:					
Visalia Sunset Rotary	Tulare Athletic Assoc	CHP	V Chamber of Commerce	Family Services of TC	TCEDC
Salt & Light	CASA	VEAC	World Ag Expo	McKellar Farms	Downtown Visalians
Kiwanis West	V Breakfast Rotary	Creative Center	The Source	Relay for Life	V Youth Soccer
Imagine U	Northside Boxing Club	Child Abuse Council	Boys & Girls Club	Xmas Tree Auction	Sheriff Activities League
Running Wild	Wreaths Across America	Farm Bureau	Josh Perkins Foundation	Tulare Downtown Foundation	Toys for Tots
Tulare Hispanic Business Awards	Visalia Runners	Soroptimist	Cal Ripken	SRECS/TCEDC	ProYouth
Boy Scouts	Sequoia Softball	VUSD	Sequoia Kiwanis	Hands in the Community Golf	V Breakfast Lions Club
Foundation for Ag Ed	Food Link's Cinco De Mayo	Leadership Visalia	Sierra View Golf Classic	Woodlake Lions Rodeo	V County Center Rotary
Farmer Bobs World	V Sunset Rotary	Happy Trails Riding Academy	Visalia Rescue Mission	V Chamber of Commerce	Assistance League
United Way of Tulare County	Valley Caregivers Resource Center	Kiwanis Club of Tulare			
We did not participate in 7 events in the Fall of 2021 due to no staff availability.					

Community Organizations we are members of:		
Visalia Chamber of Commerce	Tulare Chamber of Commerce	Exeter Chamber of Commerce
Dinuba Chamber of Commerce	Woodlake Chamber of Commerce	Tulare/Kings Hispanic Chamber
Kings Tulare Homeless Alliance	Tulare County Farm Bureau	
Service Club Membership		
County Center Rotary	Deborah Volosin	
Downtown Rotary	Marc Mertz, Liz Wynn, Gary Herbst, Diane Hayes	
Sunset Rotary	Laura Florez-McCusker	
Latino Rotary	Raymond Macareno	
Visalia Chamber Ambassadors	Carla Hernandez, Deborah Volosin, Raymond Macareno	
Tulare/Kings Hispanic Ambass	Deborah Volosin, Kelsie Davis, Raymond Macareno	
Tulare Sunrise Rotary	Miriam Garcia	
Visalia Pride Lions	Melinda Blankenship	
Visalia Noon Lions	Miriam Bermudez	
Soroptimist	Kelsie Davis, Brittany Taylor	
Networking for Women	Stefani Salierno, Kelsie Davis	
Community Board/Committees Representation		
V Chamber of Commerce	Garth Gipson, Marc Mertz	
Downtown Rotary Board	Marc Mertz	
Riata Ranch International Board	Marc Mertz	
Tulare/Kings Counties Workforce Investment Board	Dianne Cox	
Kaweah Foundation Board	Ben Cripps, Deborah Volosin, Dee Sebert	
COS Board of Directors	Raymond Macareno	
VEDC Board	Deborah Volosin	
Industrial Roundtable	Deborah Volosin	
Mt. Whitney Academy of Health	Kelly Pierce	
Tulare County Vaccine Planning	Ryan Gates	
Senior Coalition	Stefani Salierno	
Boys & Girls Club Board	Gary Herbst	
United Way Board of Directors	Laura Florez-McCusker, JC Palermo	
Tulare/Kings COVID Liaison	Deborah Volosin	
Make-A-Wish Foundation Regional Council	Deborah Volosin	
Rotary Community Foundation Board	Deborah Volosin	
Mineral King Preservation Society	Marc Mertz	
CSET Board	Alma Torres	
California Blood Bank Center Board	Liz Wynn	
ImagineU Board	Raymond Macareno	
Kaweah Helps		
Happy Trails	ProYouth Color Run	
VEAC Food Handout	Imagine U Beautification	
Restore Painting/Mural		
Total of Employees signed up for program 117		

