

**Meeting of the  
EDEN TOWNSHIP HEALTHCARE DISTRICT  
COMMUNITY HEALTH ADVISORY COMMITTEE  
OPEN SESSION  
May 2, 2017  
Eden Township Healthcare District - Conference Room  
6:00 p.m.**

**APPROVED**

**I. CALL TO ORDER**

Committee Chair Lynch called the meeting to order at 6:00 p.m.

**Committee Members Present:** Megan Lynch, District Board Member and  
Committee Chair  
Santee Velasquez  
Paul Nguyen  
Adrienne Sommer  
Chike Udemezue  
Rodica Motoc Fofiu

**Committee Members Absent:** Thomas Lorentzen, District Board Member  
Vera Sims  
R.J. Engelhart

**Staff Present:** Barbara Adranly, Recorder  
Jonnie Banks, Public Relations Consultant  
**Staff Absent:** Dev Mahadevan

**Guests:** No Members of the Public

**II. PLEDGE OF ALLEGIANCE**

Pledge of Allegiance led by Committee Chair Lynch.

**III. APPROVAL OF PRIOR MEETING MINUTES**

**A. March 21, 2017:**

**MOTION: Motion made by Member Sommers, seconded by Member Nguyen, to approve the meeting minutes of March 21, 2017, as presented. The motion carried unanimously.**

**IV. PUBLIC COMMENT**

No public comment.

**V. STRATEGIC INITIATIVE – EXPAND COMMUNITY AWARENESS**

**A. Person of the Year Award:**

Chair Lynch reported that the Board approved the Nomination Form and approved moving forward.

Discussion held regarding nomination form and next steps.

Discussion held regarding advertising. Member Sommers will post on her Nextdoor account. Other members may also post on their Nextdoor accounts. Information regarding the Person of the Year Award will also be posted to the District website, Facebook, and Twitter accounts.

Discussion held about paying for advertising to promote the Person of the Year Award in the Castro Valley Forum and San Leandro Times. Chair Lynch reported that she will make a flyer regarding the Person of the Year Award and asked other CHAC members to help with distribution at places like Starbucks, the libraries, local event venues such as Sausage and Suds, Castro Valley Fall Festival, and Cherryland Festival.

Discussion held regarding moving the deadline for submission of nominees to the end of the calendar year in order to promote the event more thoroughly. CHAC will recommend that the deadline will be pushed to nearer to the end of the calendar year.

Discussion held regarding amount of monetary award to the Person of the Year winner, as well as having a framed certificate presented to the winner as well.

CHAC will recommend that the Board approve budget for advertising, award, and certificate.

**B. District Public Relations Strategy:**

Member Sommers reported on publicity at “One Enchanted Evening” event.

Member Velasquez reported on article in this week’s San Leandro Times regarding the Davis Street Family Resources Clinic and mention of the District and funding that the Davis Street clinic receives from the District.

Chair Lynch on public health interview which Director Lorentzen has done with the Center for Elders’ Independence. Barbara Adranly reported that the video is being edited by Chabot College and should be completed soon.

Jonnie Banks also reported on See Well to Learn video which is being edited and should be completed in the near future.

Chair Lynch reported on Rowell Ranch Rodeo sponsorship and having our name placed on the banner.

Discussion held regarding resource brochure/catalog like the one that Camarillo Healthcare District publishes.

Discussion held regarding starting off with tri-fold informational brochure regarding the District and then build up to a resource type catalog.

Jonnie Banks reported that she will look into pricing for a tri-fold type informational brochure.

**VI. CASTRO VALLEY HIGH SCHOOL INTERN PROGRAM**

Jonnie Banks, District Public Relations Consultant, reported on overview of proposal regarding the Castro Valley High School Intern Program. She also reported on the Eden Area ROP internship guidelines. Ms. Banks reported on the intern program goals/objectives; internship roles and responsibilities; student criteria for internship participation; and proposed budget.

Discussion held regarding internship program presented.

Discussion held regarding using an intern to come up with a social media policy and guidelines for the District.

**MOTION: Motion made by Member Velasquez, seconded by Member Nguyen, to recommend ratification by the Board to approve the outline and concept of the ETHD/CVUSD Internship Program as presented in proposal dated April 30, 2017, and budget not to exceed \$2,500. The motion carried unanimously.**

Eden Township Healthcare District  
Community Health Advisory Committee  
May 2, 2017

**VII. OTHER BUSINESS**

The next meeting to be held will be on Tuesday, June 6, 2017 at 6:00 p.m. at the Eden Health District, Conference Room.

**VIII. ADJOURNMENT**

There being no further business, the meeting was adjourned at 7:20 p.m.

**Attest:**

---

Megan Lynch  
Community Health Advisory Committee Chair

---

Thomas E. Lorentzen  
District Board Member