

RIVER VALLEY HEALTH AND DENTAL CENTER
PR, MARKETING, & FUNDRAISING COMMITTEE MEETING MINUTES
January 16, 2023, 5:30 PM

PRESENT: Josh Warfel; Max Houseknecht, Jr., CFO; and Jim Yoxheimer, President & CEO

PRESENT VIA ZOOM: Austin White and Rev. Velinda Smith

Excused: Shantay Hall and Amy Alexander

Max welcomed everyone to the meeting and indicated that he was stepping in for Amy Alexander who, unfortunately, could not make it this evening.

I PR & Marketing

a. Tactical Marketing Plan/Print Projects

- **Calendar:** Max reported that for those committee members who attended the meeting there was the River Valley Health and Dental calendar in their packet. The calendars will be available at the next Full Board meeting. The calendar highlights services offered at the center as well as planned holiday closures. Calendars are being handed out at the discharge desk. Amy plans to do another calendar for 2024 and asked that if anyone had any ideas to please let her know. If anyone would like calendars to share but is unable to attend the meetings in person, please reach out to Trudy and she will be sure to provide copies.
- **Workforce Development:** As a reminder, Max indicated that the Center received grant dollars for a workforce development campaign. It was reported that the center was still in the process of finalizing a proposal with two different firms. It was hoped that there would be more information to share at the next committee meeting.
- **Statement Inserts:** Max indicated that in the packet there were two different samples of statement inserts. They resemble the ads from the Webb Weekly. This is low cost and another good way to inform patients of the different services we offer. Max indicated that Amy continues to move forward with different statement inserts.

b. Social Media/Google Ads Reports: Max reported that moving forward, the Google Ad Reports will show trending data so as to give comparison to last quarter. Max pointed out for the quarter there were approximately 25,000 impressions which cost \$152. The report also shows that 97.2% of the clicks were done on a mobile device. He indicated that there was not a lot of change in the geographical clicks.

c. Website: Max reminded the committee that Karla has been working with Point and Click Media to bring the website more current. What has been found is that the website works really well with a desktop, but not so great for mobile devices. As technology continues to shift, more people are using mobile devices to search the web. Amy has been seeking to improve the web for mobile users and to get a look that will work for both mobile and desktop devices. Trending also suggests shrinking the initial view, giving the reader the option to expand for more verbiage. Amy has been looking to streamline to one vendor who can do the website, Google analytics, and Facebook analytics and also help with marketing. She has been collaborating with a local company, Positive Medium. Max shared different options for a possible new look for the website and asked for the committee's thoughts. The committee liked the idea to make the

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website more user friendly for mobile devices. The committee asked about cost. Max reported the initial quote for the website refresh was approximately \$9,000. In the past, when this has been researched quotes have been near \$30,000. There will be a minor ongoing fee to Positive Medium. The committee asked if minor modifications to the site could be made by staff. Max indicated that yes, staff would be able to make minor modifications.

d. Follow Up Items:

- **Patient Testimonials:** Max reported that Amy continues to gather patient testimonials. He indicated that it is their goal to begin utilizing the testimonials within six months. Of course, based on what is gathered they can be used sooner.
- **Trademarking/Fictitious Name:** Jim reported that he and Karla had a discussion with Austin about what it would entail to protect things like our logo, our tag line of “Your Center for Care”. Jim reported that Austin indicated this would be a much easier process to protect within the State than it would be at a federal level. The cost to protect those items would be \$50 per item. Austin has offered to donate his time for completion of the forms needed.

Another issue which was discussed was is it time to officially change the center’s legal name eliminating the need for further discussion on carrying a fictitious name? Jim felt the biggest hurdle would be with HRSA. Jim indicated he would reach out to HRSA to see what the process would be to make that change. He would then proceed with legal counsel to move through the IRS needs.

II Fundraising Plans

- a. **Year End Appeal:** Max reported that, unfortunately, due to timing with printing, postage, and other factors the year-end appeal did not go out. It was decided to still send them out since the center has already invested in the process. They will be mailed out this week.
- b. **Future Plans**
 - **Eat Around the World:** Max reported that Amy has been looking at different dates and venues for the 2023 Eat Around the World and was looking to the committee for their ideas or thoughts. One committee member felt that a weekend would be a great idea, although that may deter restaurants from participating since the weekend is their busier time. They also felt the venue should have easy parking. Max indicated that Amy will come up with a couple of different venues and dates and report back to this committee. Amy has also been forming a subcommittee just for this event. Max asked if anyone was interested in being on this subcommittee to let Trudy know. Josh indicated that he was interested and was told that Trudy would forward Amy his contact information.
 - **Bloomerang:** Max reported that Bloomerang was in the final stages of roll out. As we get information from the appeal that will continue to build the database. The committee indicated that they were aware the center used Blackbaud for financial management and asked if that platform was considered. Max indicated that it was but was twice as expensive as the Bloomerang platform and the center could not justify spending that much more money.

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III Moving Forward

Max asked the committee to think about the materials and information that is shared in this meeting. If anyone on the committee would like to see things differently, please reach out to Trudy before the next meeting and it can certainly be added to the agenda.

Next Meeting: March 20, 2023, 5:30 PM, Community Room