

**SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.**  
**PR, Marketing, & Fundraising Committee Meeting Minutes**  
**November 16, 2020 5:30 PM**

**PRESENT:** Kim Wetherhold; Karla Sexton, Business Development/Compliance Officer and Jim Yoxtheimer, President & CEO (ex-officio)

Excused: Shantay Hall and Rick Wyatt

**I PR & Marketing**

**a. Website Update:** Karla shared with the committee the new look and features of the updated website. The new website is now live and up and running. Karla indicated there are a lot of new things on the site as well as a lot of the old things. Work remains to be done on the site, for example addition of new providers. Karla encouraged the committee members to review the website at their leisure and provide feedback.

**b. Site Improvement Plan:** Karla reported that she and Jim had a productive meeting with the landlord, Liberty Group, to discuss the outdoor improvements which have been previously proposed. The maintenance manager from Liberty Group has been in contact with the office with a list of things he will be working on. Karla indicated she has also reached out to Diane Franklin who will give us a quote on planters for outside. The plan is to do a Christmas theme with greenery and red holly. Diane will then transition the planters for spring and summer.

During the meeting with the Liberty Group they realized they are contractually obligated for plaza signage. The street signage would consist of a signboard listing all businesses in the plaza. Jim feels the Center should have two spots on that signage due to two leases. Karla indicated she will investigate that. Management will be working on signage for the Express Care Services with lighting to bring attention to the new clinic space.

**c. Rural Health Award Press Release:** Karla reported there is a press release drafted and ready to go for the Rural Health Award presentation. She is waiting to see if the Pennsylvania Office of Rural Development has a planned press release so she can coordinate with them. A post on Facebook is also planned with a picture of the award plaque.

**d. Express Care Launch:** Karla communicated that she is planning ahead and working on advertising and visibility for the launch of the Express Care Services. It is planned for a soft opening in December. One of the providers will not be starting until January due to a contractual agreement with their present employer. A ribbon cutting was suggested for January with possibly the Mayor and other key local officials.

**e. Anniversary Logo & Planning:** Karla reviewed the beginning plans for the 10-year anniversary of the Center which is 2021 that is intended to be more of an internal celebration due to the pandemic. She is working on a “logo/seal” to be placed on t-shirts for the staff. Jim suggested to put information in the Sun Gazette when they publish their health care section. Karla will check with the Sun Gazette to see when they publish that special segment. Kim suggested to have fun activities once a month for staff, for example, “crazy sock day” or “crazy mask day”. She offered to send a list of things her employer did for employees during their anniversary year. Karla will keep the committee updated on the happenings planned.

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**II Fundraising**

**a. Annual Appeal Update:** An update was given on the annual appeal letters that were mailed. To date the Center has only received responses from 3 people with a total donation of \$350, from approximately 1,000 letters sent. The letter was sent to members of the Chamber of Commerce as well as previous donors. Karla will be reaching out to several people that normally donate to the Center in hopes to receive donations by the end of the year.

After discussion, it was decided that it may be early yet to be receiving donations from donors who are looking for a tax break at the end of the year and it is hoped donations will roll in closer to the end of the year. It is felt that some phone calls should be made to people we know that usually donate to the Center. It was decided to discuss this effort at the November Board meeting in hopes that the board members would donate, as well as have a few people in mind to possibly send a letter to so they can follow up with a phone call. It was also decided the donor list will be placed on the board portal so they can review the names of those already solicited.

With no further business to be discussed the meeting was adjourned.

**Next Meeting: January 18, 2021 5:30 PM Community Room**