

**RIVER VALLEY HEALTH AND DENTAL CENTER
PR, MARKETING, & FUNDRAISING COMMITTEE MEETING MINUTES
May 15, 2023, 5:30 PM**

PRESENT: Amy Alexander, Director of Development/Marketing and Max Houseknecht, Jr., CFO

PRESENT VIA ZOOM: Austin White and Jim Yoxtheimer, President & CEO

Excused: Josh Warfel; Rev. Velinda Smith; and Shantay Hall

I PR& Marketing

a. Tactical Marketing Plan/Print Projects: Amy shared the print projects with the committee as follows.

- **Lock Haven:** Amy reported that flyer for the Lock Haven grand opening has been printed. She has dropped off 125 flyers to the STEP office to hand them out to their clients. She has also delivered 325 copies to the Clinton County Housing Authority to be distributed to their residents. Amy reported that the Clinton County Housing Authority has asked her to speak to the residents about all the services River Valley Health and Dental can offer the community. It was felt this could lead to other speaking opportunities as well. Jim felt that eventually the advertising should indicate that it is servicing “all of Clinton County” and not just the Lock Haven area.
- **Wellness Events:** Amy shared the flyers that have been distributed surrounding wellness events being hosted by the behavioral health department. Robin Bingham has organized monthly meetings for patients to gain information on all aspects of wellness from emotional wellness to environmental wellness. These classes are being held in the Community Room.
- **Webb Weekly:** The committee reviewed the ads for the Webb Weekly. This month River Valley Health and Dental will be featuring National Women’s Health Week as well as Mental Health Awareness Month.
- **CHIP Flyers:** Amy reviewed the CHIP flyers that are being distributed to patients to remind them to renew their CHIP application.

b. Social Media/Google Ads Report: Amy shared the Google Ads Report indicating that due to the demographic focus being changed Bloomsburg has backed off on the click through rates and Williamsport/Lock Haven has bumped up.

c. Website: Amy reported that the revamp for the website has been moving in a positive direction. There was a photo shoot in the Jersey Shore office last week and another planned for the Williamsport site on May 23. Photos taken will be used for the website as well as pamphlets and flyers in the future. The photographer will create a bank of pictures to be used in future ads which will allow the Center to use actual employees instead of stock photos.

d. Follow Up Items

- **Patient Testimonials:** Amy provided a few patient testimonials from Google Reviews and patient survey reviews. One review from a patient stood out to Amy as the patient described how she was seen in the medical department and mentioned another issue and was able to be referred to the chiropractic

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- department right away and was seeing improvement. They were impressed by the fact that they can get everything they need done under one roof and sometimes all in one trip. The committee discussed that the goal for the patient testimonials would be to tell a story of how RVHDC and the staff changed their life.

e. National Health Center Week: Amy reported that the theme for National Health Center Week has been announced as “The Road to a Stronger America” She indicated that there will be a celebration in the Williamsport site as well as using the theme for the opening for the Lock Haven site.

II Fundraising Plans

- a. Year End Appeal:** Amy reported that the 2022 Year-End appeal as produced \$2,775. She indicated that she would begin working on the 2023 Year-End appeal in August/September to be sent out in October or November.
- b. Eat Around the World:** Amy reported that there were currently six chefs committed for the Eat Around the World fundraising event being held late October. The maximum number of chefs permitted is ten. The Center also received their first sponsorship for the event.
- c. Capital Campaign:** Amy reported that she, Max, and Jim had a very good meeting with Jim from Kirby Smith Associates. Jim is a professional fundraiser and has done very well for other local businesses. They also had a meeting with Jason Fitzgerald from Penn Strategies who would write a grant to fund the services from Kirby Smith, Associates.

III Moving Forward

Nothing to report.

Next Meeting: July 17, 2023, 5:30 PM, Community Room or Zoom