

SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.
PR, Marketing, & Fundraising Committee Meeting Minutes
July 20, 2020 5:30 PM

PRESENT VIA ZOOM: Shantay Hall; Rick Wyatt, Kim Wetherhold, Karla Sexton, Compliance Officer/Business Development; and Jim Yoxtheimer, President & CEO (ex-officio)

Rick Wyatt started the meeting with prayer.

I Advertising Initiatives

a. Transit Buses & Shelters: Draft designs were shared with the committee to include the designs for the back (first in the packet) and the side and inside the busses (second in packet). There will also be wraps at two bus shelters, one location is outside of Brodart on Third Street and the second off Lincoln Avenue. Both ends of town are covered. Both are good locations for us and targeted to the populations we want to try to reach. Karla is pleased with the locations. Jim stated he has seen some of the wraps and is very impressed with the visibility. The designs were able to be designed in a way to be consistent with some of the designs we were already using. The new sprinter van purchased with part of our COVID monies is designed very similar to our mobile unit. It will be consistent, and people will get used to seeing that design. Karla will be giving them the final approval if the committee is agreeable. The visibility from the buses should begin in the next couple of weeks.

b. Website Overhaul: Karla indicated the Center is moving forward with an overhaul of the website. Rob, from Point & Click Media, has been supporting our website for several years. We had wanted to move our website to an additional platform to allow us to do some exciting things. Rob has agreed to do that with the same money that we would be obligated to spend moving forward. He can continue to support the Wix platform, which is what Trudy uses to post all information to the Board Portal for the monthly meetings.

c. Branding Completion: Karla reported the Center is working to complete the implementation of the new branding that has been started with Gavin. The business cards have recently been updated and email signatures have been updated as well. The last piece is to update the brochure for the Center.

The committee raised ongoing thoughts on trying to update the outside of the Center. Karla indicated that plans have been ongoing. A new tenant has been added at the end of the plaza, and the hope was it would motivate some action by the landlord. A meeting will be requested with Liberty Group to discuss the outside updates.

II Outreach

a. National Health Center Week Discussion: Karla reminded the committee that National Health Center Week begins August 9. This year's theme is "Lighting the Way for Healthier Communities for Today and the Future". Due to COVID restrictions, the Center will not be able to have as big of a celebration as normal. However, there are things planned for Tuesday, August 11 to include a table from the Central PA Foodbank, backpack giveaway, and a table from the Outreach Department. This is being planned as a drive by celebration. It is planned to give away flashlights, following the theme, hand sanitizers, and face masks. It was felt this would be a good week to do a general food distribution in partnership with the Central PA Foodbank. Karla will work on publicity for the event. Of course, all activities will be within COVID guidelines.

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Discussion was held on issues of publicity and how to handle the interest and demand. The thought was shared that even if they do not report to school, they will still need the school supplies which will be inside the backpacks.

b. Neighborhood Care: Jim shared information on the early stages of a new initiative management has been working on and how it will fit in with the Center. Jim reported this initiative is in its early planning stages and all details are not worked out. One of the items the Center was able to procure with COVID grant funds was 5-piece kits that allow for telemedicine with their diagnostic pieces such as stethoscopes, otoscopes, and cameras that pick up neurologic issues. The program is looking at opportunities to reach patients and provide care in the community at places such as West End Christian Community Center and more. The concept is getting out into the community. Jim indicated he would have additional information in his CEO report at this week's Full Board meeting. Since the Center will not be adding services to their scope no formal action is needed as a requirement from HRSA.

Jim reported that another initiative management has been looking into and would need Board approval as a change of scope is expanding the walk-in services and relocating it to the clinical space in the Administrative offices at 431 Hepburn Street. This will be discussed at Full Board meetings as well.

c. Nutrition Program Update: Karla gave an update on the Diabetic Nutrition program which is currently on week 10 out of the 12-week program. She indicated things are going well with all things considered due to COVID. To date, there has not been any face to face group visits due to COVID guidelines. However, she is trying to schedule groups of 8 participants at a time to come in to see what they may have gained from the program. This will also be an opportunity to obtain the final A1C necessary to complete the program. There has been an overall positive response from participants so far. Starting next week, the food will be ordered in a different manner to allow for a healthier food box for the diabetic patients. It is hoped to be able to replicate the program moving forward.

d. PM Exchange Schedule 2021: Karla asked the committee for their thoughts on applying for a PM Exchange for 2021. There is a reason to celebrate in January as it will be 10 years that the Center became an independent entity. In 2022, it will be the 10-year anniversary of becoming an FQHC. The committee is unsure if a PM Exchange would be the right thing to do in January as it is unsure what the COVID restrictions will be. No final decision was made at this meeting and will be tabled until the August meeting.

III Fundraising

a. Annual Appeal/Report: Since the annual Eat Around the World fundraising event will not be held this year due to COVID, Karla led the discussion regarding an annual appeal. After discussion it was decided that it certainly would not hurt to have the annual appeal. It was decided that Karla would work on a draft to be presented to the committee in the August meeting.

Next Meeting Date: August 17, 2020 5:30 PM, Community Room or Zoom