

SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.
PR, Marketing, and Fundraising Committee Minutes
July 9, 2019 5:30 PM

PRESENT: Kim Wetherhold; Shantay Hall; Rick Wyatt; Karla Sexton, Business Development/Compliance Officer; and Jim Yoxtheimer, President & CEO

I PR

a. Upcoming Opportunities

i. Launch of Mobile Care Unit

1. Van Arrival: Karla reported the Mobile Health Unit will be delivered July 22, which happens to be the date for a Board of Directors meeting. The Executive Committee met last evening and suggested this timing be used as a photo opportunity. It was suggested to invite representatives from the First Community Foundation, United Way, and the local school districts, i.e. Williamsport Area School District. This committee suggested if the Sun Gazette is not available to come to the event, that a picture be submitted to the paper for release.

2. National Health Center Week: Karla reported National Health Center Week starts August 7. She was planning on having a dedication of the Mobile Care Unit during National Health Center Week. If the Sun Gazette is not able to attend on July 22, publicity could be solicited during Health Center Week.

3. Little League Parade: The Little League World Series parade is August 14. The Mobile Health Unit will be in the parade. The Center is looking for at least 6 volunteers to walk in the parade with the mobile unit. The volunteers will be handing out mints, toothbrushes, and toothpaste.

II Marketing

a. Outreach

i. Planning Up-date: National Health Center Week: August 4 – 10

- 1. Tuesday, August 6:** Medical Screening Day. Most of the screening events will take place in the unused clinic space and Community Room in the administrative offices. Tele-psych services will be on display in the Community Room. The Mobile Unit will be in the parking lot on display. Fresh fruit and/or vegetables and water will be served as refreshments.
- 2. Wednesday, August 7:** Dental Screening Day. Again, the Mobile Unit will be in the parking lot and dental screenings will be done. Healthy snacks will also be available.
- 3. Thursday, August 8: Kid's Activity Day:** As part of the partnership with the Central PA Foodbank, cooking demonstrations will be featured in the Community Room. The balloon man will be on-site again this year. He was a hit last year. In addition, 25 back packs will be given away to children in attendance. We also hope to ask Dr. Leung if he is able to be present this evening to speak to parents.

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b. Advertising

- i. **Yoga for Kids:** Karla reported our own Nurse Practitioner, Abigail Vanaskie, will be teaching a Yoga for Kids class every other Wednesday from 5:30-6:30 pm in the Community Room, starting July 17th. This class will primarily be offered to our patients, at no cost, but voluntary donations will be solicited. Some of the benefits of radiant child yoga include helping kids to focus and overcoming fear of coming to the Center. The program is being advertised with internal flyers and on the TV monitors in the patient rooms. Pediatric providers are all aware and will offer it to parents/children as they are in for their appointments. An advertisement was also placed in the Webb Weekly.
- ii. **Pediatrics:** Karla indicated the normal schedule of service advertising has begun again monthly, starting with pediatrics. Instead of introducing a new provider as was done, the ad will indicate that providers are “accepting new patients”.

c. Communication Plan

- i. **Presentation:** Karla indicated management is still waiting on the report from Gavin. A presentation of the recommendations is scheduled for July 30.
- d. **Brochure:** Karla shared the updated brochure with the committee. The new brochure has some new pictures for chiropractic services, etc. and includes information on the mobile unit. Information on pediatric dentistry has been taken out for the time being. The Medical Office Manager will also use the new brochures for new patient packets and additional copies will be used during Health Center Week.

III Fundraising

Planning Update: “Eat Around the World” – September 19, 2019. Karla indicated things are gearing up for the second Eat Around the World event. This year it will be at the Trade & Transit II building. She has returning chefs as well as working on getting additional chefs. The plan is for ten chefs to participate. Music will be provided by the Center’s own Lenny Weber as well as asking Dr. Boll’s daughter and friends to play their string ensemble. We have one returning judge, Luke Eschbach and several other options available. Trudy has a sponsor letter available for auction item donations. Karla will work on a sponsor letter for event sponsors, so that we can solicit monetary donations. Backyard Broadcasting is our media sponsor this year. Tickets will be ordered soon. Tickets will again be available from the website. Karla indicated the save the date postcards have been sent out. Rental of table clothes was a big expense last year. The plan is to purchase the linens this year to save cost and thus, they will be able to be used for other events as well. Trade and Transit II will provide most tables, but we will have to rent some high-top tables.

The goal is to raise \$15,000. To help reach that goal, we want to sell at least 200 tickets. The Committee stressed the importance of the need for all board members to solicit three auction items, help promote the event and help with ticket sales.

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Annual Appeal Planning: Karla discussed the need for an annual appeal this year. After discussion it was decided to see how well the fundraising for Eat Around the World goes. This plan will be reviewed at the October meeting.

Next Meeting: August 19, 2019 5:30 PM, Conference Room, 431 Hepburn Street