



**MINUTES
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE**

**Wednesday, August 24, 2022 at 5:30 P.M.
Virtual and In-Person at Administrative Office,
1st Floor Community Room, 138 S. Brandon Rd., Fallbrook**

In accordance with California Government Code Section 54953 teleconferencing was used for this meeting. Board members, staff and members of the public were able to participate by webinar and members of the public were also able to participate by telephone.

1. Call to Order/Roll Call

Chair Howard Salmon called meeting to order at 5:31pm

In attendance: Committee Members Howard Salmon and Stephanie Ortiz, CEO Rachel Mason, Executive Assistance Linda Bannerman, and Administrative Officer Judith Oswald

2. Public Comments – Announcement

None.

3. Discussion Items

a) Public Engagement

i. FRHD Organization and Operations Goals

CEO Rachel Mason shared the draft FY22.23 Goals which were discussed in Strategic Planning. Explained how this committee can contribute the specific public engagement goals which will provide footprint for a comprehensive goal-setting document. Discussion ensued on the primary goal of public engagement and how other public health entities define and measure success in this area.

ii. FRHD and Community Event Updates

1. Wellness Center Administrator

Wellness Center Administrator Theresa Geracitano is at conference; CEO Rachel Mason provided summary of the events that occurred at the Community Health & Wellness Center. Shared overview of metrics and social media posting and outcomes. Data collection on locations where our flyers are providing engagement is being gathered.

2. Public Outreach/Communications Specialist

Public Outreach/Communications Specialist Dani Vargas not in attendance at today's meeting. CEO Rachel Mason shared some successful media posts and their performance metrics.

iii. Public Engagement Brainstorming

Chair Howard Salmon provided outline of open-ended brainstorming ideas. Director Ortiz suggested the grantees present their programs at board meetings providing the district the opportunity to invite others to understand what services the grantees are providing the community. Discussion about inviting public representatives to speak in public engagement

committee, Resident Leadership academies, and expanded interaction with the San Diego County Department of Health were suggested.

iv. COVID-19 Updates

CEO Rachel Mason provided update on the federal government pause on mailing COVID at-home tests kits and how we may be impacted.

4. Board Comments and Future Agenda Items

Director Ortiz suggested that our Public Outreach/Communications Specialist Dani Vargas mockup flyers or social media postings about committee meetings.

5. Adjournment

There being no further business, the meeting was adjourned at 6:42 p.m.

Howard Salmon, Committee Chair

Board Secretary/Clerk

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