



**MINUTES
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE**

Wednesday, March 23, 2022 at 5:30 P.M.

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

Committee Chair Kate Schwartz called the meeting to order at 5:36 p.m.

In attendance: Committee Members Kate Schwartz, CEO Rachel Mason, Executive Assistant Linda Bannerman, Wellness Center Administrator Theresa Geracitano, Administrative Officer Judith Oswald, and Public Outreach/Communications Specialist Dani Vargas.

2. Public Comments

None.

3. Discussion Items

a. Government

i. National

ii. State

iii. San Diego County & Live Well Updates

Committee Chair Schwartz summarized National information regarding the humanitarian efforts in Ukraine. Provided State updates on school mask mandates, and shared overview of county Mobile Crisis response teams and COVID information.

b. Public Engagement

i. FRHD and Community Event Updates

1. Wellness Center Administrator

Theresa Geracitano shared a list of organizations currently using the Community Health & Wellness Center (CHCW), noted an increase in inquires for use of the facility. Presented methods utilized to engage the community along with metrics on email and social media marketing. The Open rate for our emails exceeds industry average.

2. Public Outreach/Communications Specialist


Dani Vargas informed the committee on existing user base numbers for social media. Audience growth is lingering in the negative in both Facebook and Instagram, but engagement is over 100%. The high engagement rate signifies a captive audience that we can market the variety of programming now occurring at the CHWC.

4. Board Comments and Future Agenda Items

Committee Chair Schwartz thanks the community for providing her the opportunity to serve as she relocates to new area.

5. Adjournment

There being no further business, the meeting was adjourned at 5:53 p.m.


Kate Schwartz-Frutes, Committee Chair


Board Secretary/Clerk