



MINUTES

GOVERNMENTAL & PUBLIC ENGAGEMENT COMMITTEE

Wednesday, June 26, 2024, at 6:00 P.M.

1st Floor Community Room,
138 S. Brandon Rd., Fallbrook, CA 92028

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 in the webinar.

1. Call to Order/Roll Call-

In attendance Director Mike Stanicek, Chief Administrative Officer Judith Oswald, Community Health & Wellness Center Administrator Theresa Geracitano, Outreach & Communications Coordinator Jasmine Thomas, Executive Assistant/Board Clerk Raquel Williams.

Director Bill Leach was absent

2. Public Comments – Announcement- None

3. Discussion Items-

a.) Update on Current Facility use Stats- Community Health & Wellness Center

Administrator Theresa Geracitano opened the discussion with the Wellness Center calendar sharing that April was National Nutrition Month and we had plenty of engagement from the community with the many programs being offered at the Wellness Center. With the help of Jasmine Thomas our Outreach & Communications Coordinator Wellness Wednesdays at the CH&WC are a huge hit as the number of attendees is growing monthly thanks to the great social media work Jasmine is doing. Theresa shared the numbers from the Community Resource Navigator mid-year review and engagement is continuing to grow and we are reaching more Spanish speaking families as well.

b.) Review of advertising expenses and ROI-Director Stanicek opened the discussion by asking the staff about the return on investment in newspaper advertising. Outreach & Communications Coordinator Jasmine Thomas shared that the return is nominal, but it is capturing the demographic that does not use the internet for their news. The new brochure was the costliest as most of our flyers are done in-house.

c.) Year in Review / Annual Report- Director Stanicek asked about the status of the Annual Report. Community Health & Wellness Center Administrator Theresa Geracitano shared that all the items going into the report are in process from the DPP program to the upcoming construction of the parking lots. The groundbreaking ceremony will be taking place in August.

d.) Presentation of CSDA Essential Leadership Skills Certificate- CEO Rachel Mason completed the modules for the certification.

4. Board Comments and Future Agenda Items-

None

5. Adjournment-

There being no further business the meeting was adjourned to 6:25 pm.

A handwritten signature in blue ink, appearing to read "Raquel Williams". The signature is fluid and cursive, with a large initial "R" and "W".

Raquel Williams, Board Secretary/Clerk