

Memo



To: Board Members
From: Amy Abrams
Date: August 14, 2025
Subject: Public Relations & Outreach Committee Minutes – **August 13, 2025**

The Committee met for a meeting on Wednesday, August 13, 2025, at 11:00 a.m. Members of the public were able to participate by telephone, Zoom, or at the Grossmont Health District Conference Center, located at 9001 Wakarusa Street, La Mesa, California 91942.

Attendees: Director Virginia Hall, Member
Aaron Byzak, Interim Chief Executive Officer
Amy Abrams, Chief Community Health Officer
Kara Jacobsen, Communications Specialist
Ryan Purdy, Sharp Grossmont Hospital
Lani Lutar, Guest (via Zoom)
Jillian Warriner, Guest (via Zoom)

- A. Call to Order:** The meeting was called to order by Director Hall at approximately 11:06 a.m.
- B. Approval of Agenda:** The agenda was approved as posted.
- C. Public Comment:** There was no public comment.
- D. Reports/Discussion/Possible Action Items**

- 1. Quarterly Staff Reports

- a) PR/Media Affairs Report (Aaron Byzak, Galvanized Strategies)

Interim CEO Byzak presented the PR/Media Affairs Report for Q4 2025, highlighting six media stories from April to June. The main topics included the launch of the Mobile Outreach Library (aka “Molly”), the Grossmont Healthcare District scholarship awards, and a negative news story about a labor and delivery incident at Sharp Grossmont Hospital. Interim CEO Byzak stated there are plans to redouble their efforts when stories are put out, to be proactive to the reporters rather than just relying on the distribution of the press release. Interim CEO Byzak also informed the committee that the

San Diego Union Tribune no longer has a dedicated East County reporter, which has impacted the number of stories regarding GHD in that newspaper.

Director Hall noted that the District was not mentioned in recent media coverage of the hospital's 70th anniversary, and emphasized the need for closer collaboration with Sharp HealthCare. Interim CEO Byzak stated he and Mr. Purdy have discussed this omission, and ensured improved collaboration with Sharp.

b) Social Media Report (Kara Jacobsen, Communications Specialist)

Communications Specialist, Kara Jacobsen, presented the Social Media Report for Q4 2025, covering Facebook, LinkedIn, and Instagram. She reported increases in interactions, followers, and reach across platforms, with notable events like the HESI Graduation and East County Health Event driving engagement. Facebook interactions were up 47.5% with a 1.6% increase in followers, of which 916 are nearing the pivotal 1000 followers for engagement. LinkedIn had the most growth in followers, likely related to the CEO recruitment. Total followers for Instagram have increased to 97 from the previous quarter of 75. The District website saw a 4.2% increase in views, with the programs and events calendar, grants page, and the Board of Directors page being the most visited pages. The library website had a 3.6% increase in interactions with a 3% increase in followers. Ms. Jacobsen noted an increase in social media engagement, particularly with photos featuring hospital staff and patients.

Director Hall commented on a recent advocacy committee meeting where H.R. 1, a federal healthcare policy also known as "One Big Beautiful Bill Act," was discussed. She emphasized the need for an educational program to inform people about their responsibilities under Medi-Cal, particularly regarding eligibility validation every six months and providing proof of employment or education. She discussed the importance of distributing information through social media and potentially creating a website link, noting that in-person events might not be suitable for everyone. Interim CEO Byzak suggested looking at existing educational materials from Legal Aid Society of SD and other agencies to avoid reinventing the wheel. The Committee discussed planning education outreach regarding H.R. 1 and the upcoming Medi-Cal eligibility changes, once state requirements are finalized.

2. Updates

a) Website Redesign Project

The Committee discussed the urgent need for an upgrade to the Library website, noting that it has not been updated in several years, as well as some critical improvements to the District website. The focus included merging the Library and District websites. After searching for potential vendors, they have identified Streamline, a partner with CSDA and ACHD. Streamline has experience with healthcare districts, special districts, as well as library sites, and is able to handle ADA and transparency requirements. The new website will include an intranet capability for agenda items and internal staff and Board communication. Staff are currently reviewing and receiving quotes for additional website services like a board agenda-making program and library-specific discovery tools.

Director Hall emphasized the importance of documenting conversations with other potential contractors to ensure transparency and demonstrate a thorough selection process. She has requested that the staff prepare a memo summarizing the website vendor selection process for the Board.

b) FY25-26 Annual Report Format

Ms. Jacobsen presented an overview of the FY 2025 Annual Report, which will include sections on the mission statement, board and governance, administration, awards and recognition, partner activities, community grants, scholarships, health pathways program, and library programs. Ms. Jacobsen will develop the Annual Report targeting completion in September. The Committee agreed to highlight Gloria Chadwick's resignation and her replacement in the report. Director Hall requested that a calendar not be included.

The Committee also discussed creating a report with an executive summary and a one-page overview, featuring a QR code that links to the full Annual Report on the website. Director Hall suggested printing 10 copies of the one-pager for each team member to distribute at events. Ms. Jacobsen will create the executive summary for distribution.

The Committee discussed potential changes to telehealth reimbursement policies and focused on the potential impact of federal reimbursement changes for telehealth services. They noted how telehealth access expanded during COVID-19, but now faces threats of reduced federal reimbursement. They discussed how telehealth services provide significant benefits, particularly for

rural and underserved communities, with examples shared about its effectiveness for follow-up care and mental health services.

- E. Next Meeting:** The next regularly scheduled meeting is on the calendar for Wednesday, November 12, 2025, August, at 11:00 a.m.
- F. Adjournment:** There being no further business, the meeting adjourned at 11:50 a.m.