

Memo

To: Board Members
From: Amy Abrams
Date: February 10, 2025
Subject: Public Relations & Outreach Committee Minutes – **January 13, 2025**

The Committee met for a special meeting on Friday, January 13, at 10:00 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 Gloria Chadwick, Chair
Director Virginia Hall, Member
Christian Wallis, Chief Executive Officer
Amy Abrams, Chief Community Health Officer
Ryan Purdy, Sharp Grossmont Hospital

- A. Call to Order:** The meeting was called to order by Director Chadwick at approximately 10:02 a.m.
- B. Approval of Agenda:** The agenda was approved as posted.
- C. Public Comment:** There was no public comment.
- D. General Issues/New Business**

- 1. Consideration of Galvanized Strategies Contract

CEO Wallis stated the 6-month trial period of the contract with Galvanized Strategies ends on January 17. The initial trial period cost was \$25,000 for six months, and the new contract is \$6,000 per month or \$72,000 annually.

CEO Wallis emphasized the need for a communication strategy to assist with District media recognition and believes Galvanized Strategies can help with that plan.

The Committee discussed asking Galvanized Strategies to create a crisis communication plan and for help with negative press. They also expressed the need to use other media platforms like KUSI and social media by posting articles from Galvanized Strategies and measuring the response. They also recommended

inviting Mr. Aaron Byzak to future Public Relations and Outreach Committee meetings to keep communication open and expectations transparent.

The Committee recommended that CEO Wallis contact Mr. Byzak with a contract for an additional six months at \$30,000. If he agrees, this agenda item can go forward to the Board in February for approval.

Mr. Purdy discussed having Sharp partner with the District for media coverage on future events.

2. Board of Director District Website Contract Information

CEO Wallis to ask the Directors if they want their emails on the District website and on their business cards.

It was recommended the calendar in the Annual Report be removed as it is not timely.

- E. Next Meeting:** The next regularly scheduled meeting is on calendar for Wednesday, February 12, 2025, at 12:00 p.m.
- F. Adjournment:** There being no further business, the meeting adjourned at 10:57 a.m.