



**SPECIAL  
Community  
Relations  
Committee**

**July 15, 2019**





**SPECIAL**  
**Community Relations Committee Meeting**

**Monday, July 15, 2019**

**10:00am**

*Natividad Conference Room*

1441 Constitution Blvd.

Building 200, 1<sup>st</sup> floor

**AGENDA**

1. Call to order
2. Public Comments  
This portion of the meeting is reserved for persons to address the Committee on any matter not on this agenda but under the jurisdiction of the Committee. Board members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for factual information, or request staff to report back to the Committee at a future meeting.
3. Agenda Additions/Corrections – Clerk *page 1*
4. Three Year Strategic Marketing and Communications Plan – *Andrea Rosenberg*
5. New Brand Campaign – *Hillary Fish*
6. Discussion of Meeting Calendar – *Andrea Rosenberg*
7. Adjournment

**Next Community Relations Committee Meeting: TBD**

NOTE: Any individual may request a copy of the agenda, or a copy of all the documents constituting the agenda packet of any meeting of the Natividad Medical Center Board of Trustees as required by the Ralph M. Brown Act, Section 54954.1. Upon receipt of a written request, The clerk to the Natividad Medical Center Board of Trustees shall cause the requested materials to be mailed at the time the agenda is posted pursuant to Section 54954.2 and 54956. Any request for mailed copies of agendas or agenda packets shall be valid for the calendar year in which it is filed, and must be renewed following January 1 of each year. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the American with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Individuals requesting a disability-related modification or accommodation, including auxiliary aids or services, may contact Natividad Medical Center Hospital Administration at 831.755-4185. These requests may be made by a person with disability who requires a modification or accommodation in order to participate in the public meeting.