



**American Brain Foundation  
Board of Directors Meeting  
Thursday, October 20, 2016  
Held via webinar**

**Call to order:** Thursday, October 20, 2016 at 9:02 a.m. CST by Kevin Goodno, Chair. A quorum was present.

**In Attendance:** Kevin P. Goodno, Chair; Ben Utecht; Martin Shenkman, JD; Jane Ransom; Robert C. Griggs, MD; Ralph Józefowicz, MD; Lisa Shulman, MD; Catherine Rydell, CAE; Susan Schneider Williams

**Staff:** Lauren Ross; Marlys Weyandt; Suzi Sherman; Kristi Benson; Catherine Elliott

**Excused:** John Mazziotta, MD; Joseph Sirven, MD; Terrence L. Cascino, MD; Timothy Engel, CFO; A. Gordon Smith, MD; Jeffrey Rosenfeld, MD

1. **Board Chair Report:** Mr. Goodno welcomed everyone and discussed the meeting agenda and objectives for today's meeting.

**Minutes:** Minutes from September 18, 2016 were reviewed.

**MOTION** to approve the ABF Board minutes from September 18, 2016.

**Approved** (unanimous).

Mr. Goodno called for disclosure of conflict of interest for any agenda items and none were disclosed.

2. **Executive Director Report**

- a. Strategic Goal #1: Research Clearinghouse
  - i. Continuing our work with Weber Shandwick to create/build our website/crowdfunding platform and beginning to develop a multi-year marketing plan. Plan to launch the crowdfunding site at the Annual Meeting in Boston.
- b. Strategic Goal #2: Public Engagement
  - i. Developing collateral for the "Outsmart" brain disease campaign and working on trademarking the term
  - ii. Launched a public relations drive related to Susan Schneider Williams' article that has created a lot of buzz for the ABF and AAN
- c. Strategic Goal #3: Philanthropy
  - i. Hiring a Director of Development by end of year

- ii. Raised approximately \$27,000 from the Employee Giving Campaign, which is an increase over last year
- iii. Kevin will be following up with Board members over the next few weeks to ask them to make their annual contribution before the end of the year
- d. Strategic Goal #4: Aligned Leadership
  - i. Management Services Agreement will be finalized by end of the month, or early November

### 3. Financial Report

- a. \$2.3M revenue includes \$825K of the \$1.1M operating grant from the AANI
- b. Total grants and gifts raised in first 9 months is over \$2M which includes general operating support, temporarily restricted grants and endowments
- c. Most significant grant was from the AANI for \$1.1M
- d. 65% of gifts came from members
- e. 35% of gifts came from public and AAN staff
- f. Our fundraising efficiency increased in 2016, but anticipate it will continue to decline because we are investing in infrastructure

### 4. Governance Committee

- a. Election of new member to the Board: Governance Committee would like to nominate Dr. Bruce Miller to the ABF Board of Directors. Dr. Miller connected the ABF with Susan Schneider Williams and is currently the Director of the Memory and Aging Center at UCSF. He has been a longtime supporter of the ABF and active AAN member.

**MOTION** to elect Dr. Bruce Miller to the Board of Directors to take effect immediately.

**Approved** (unanimous).

- b. Revised Board Commitment Letter: Commitment letter has been revised to ask members to express their level of interest of involvement via check boxes.

**MOTION** to approve the updated letter with modification of adding a line they select 2 or more options for level of involvement.

**Approved** (unanimous).

### 5. Research Advisory Committee Report

- a. Crowdfunding application process:
  - i. Call for applications
  - ii. Then two-tiered review process:

1. Scientific review panel of up to 200 of the best clinical neuroscientists to review initial 1-page Letter of Intent – will provide a yes/no answer as to whether a proposal should be submitted.
2. If approved, applicants will submit a 3-page proposal that will be reviewed by a separate, smaller, scientific review panel who will be asked to determine if this project is worthy of being featured on the crowdfunding site and provide suggestions to the applicant on how to improve their proposal.

This information will be presented to the Science Committee in January. Jane is creating a timeline for the project as we anticipate pushing out a call for a letter of intent in the near future.

#### **6. Strategic Planning Committee Report**

- a. Review and approval of scorecard: The SPC has revised the scorecard based on the feedback received from the September board meeting. The scorecard is not weighted, but there are tiers of goal attainment in terms of metrics.

**MOTION** to approve the scorecard.  
***Approved*** (unanimous).

**Meeting Adjourned at 9:41 a.m. CST**