



**American Brain Foundation
Board of Directors Meeting
Thursday, November 17, 2016
Held via webinar**

Call to order: Thursday, November 17, 2016 at 9:05 a.m. CST by Kevin Goodno, Chair.
A quorum was present.

In Attendance: Kevin P. Goodno, Chair; Ben Utecht; Martin Shenkman, JD; Jane Ransom; Ralph Józefowicz, MD; Lisa Shulman, MD; Susan Schneider Williams; Jeffrey Rosenfeld, MD; Bruce Miller, MD; A. Gordon Smith, MD

Staff: Marlys Weyandt; Suzi Sherman; Kristi Benson; Timothy Engel, CFO

Excused: John Mazziotta, MD; Joseph Sirven, MD; Terrence L. Cascino, MD; Robert C. Griggs, MD; Catherine Rydell, CAE

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

Minutes: Minutes from October 20, 2016 were reviewed.

MOTION to approve the ABF Board minutes from October 20, 2016.

Approved (unanimous).

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

2. **2017 Governance Calendar:** Ms. Ransom shared the 2017 meeting dates for the ABF Board and committees.
3. **Executive Director Report**
 - a. Strategic Goal #1: Research Clearinghouse
 - i. Continuing our work with Weber Shandwick, Research Advisory Committee, and ABF Staff on the rules and requirements for the new website with crowdfunding capability.
 - ii. The AAN Science Committee is helping the ABF to populate panels for the vetting of crowdfunding research in two ways:
 1. An appeal has been sent to Science Program Chairs to suggest names for the Scientific Review Panel which will review letters of inquiry.

2. A proposal will be developed for establishing specialty panels to review full applications by those who pass the LOI stage. This will be discussed at the January 2017 Science Committee meeting.
 3. The Board would like the scientific review panels to be populated with both clinical and science based reviewers. Since the crowdfunding site is such a new and crucial initiative ABF board members asked if they could review the roster of neurologists who will be on the panel. They emphasized that the goals and guidelines for the review panel should be clear, and that the projects accepted for crowdfunding should not be limited to what has already been done.
- b. Strategic Goal #2: Public Engagement
- i. Weber Shandwick has updated ABF's brand guidelines and integrating the Outsmart Brain Disease logo and messaging.
 - ii. Ms. Ransom was invited by Dr. Sirven to visit the Mayo Clinic in Phoenix in early November. She presented the ABF strategic plan to the neurologists at Mayo and had meetings with some individual neurologists about CRTS fundraising and crowdfunding issues.
- c. Strategic Goal #3: Philanthropy
- i. The Standing Strong event that was held on October 26th in Minneapolis had a great turn out, with a crowd of 300 people. Both Mr. Utecht and Ms. Schneider Williams made passionate, mission focused presentations. While overall funds raised increased over last year, the return on investment for this event remained relatively low. Staff is rethinking the event to improve ROI.
 - ii. The ABF's annual fund has hit its goal for the year, and the first of our year-end mailings are about to go out the door.
 - iii. Planning for the Commitment to Cures event at the Boston annual meeting is developing at a good pace with the board leadership of Dr. Sirven and staff leadership of Ms. Weyandt.
 - iv. Interviews for the Director of Development have taken place and the ABF has officially hired for the position. The new staff member, Shelly Rucks, is currently the executive director of the Episcopal Homes Foundation. She will begin at ABF on January 4, 2017.
 - v. Ms. Ransom shared that staff member Lauren Ross has departed the ABF.
- d. Strategic Goal #4: Aligned Leadership
- i. The Management Services Agreement is still under development with the goal of completion by the end of the year.

- e. Ms. Ransom discussed how the ABF 2017 Operations Plan is focused on implementing Year 1 of the ABF Strategic Plan. It is the basis for the 2017 budget for which we are asking the Board's approval today.

4. Financial Report: Mr. Engel shared the ABF Financial Report.

- a. \$338K Year to date net operating results
 - i. Revenue: \$2.6M
 - ii. Expenditures: \$2.2M
- b. 2016 Forecasting Operating Results: \$52K
 - i. Revenue: \$2.95M
 - ii. Expenditures: \$2.9M
- c. Mr. Engel presented the 2017 Operating Budget with Revenue \$4.1M and expenses of just under \$4.1M resulting in a Budgeted Net Increase of \$4,000. As of November, 67% of the budgeted grants are committed. The budget includes staff of six at a cost of \$813K, professional services to support marketing and website development, \$342K in fundraising event related activities and grant awards of \$1.7M

MOTION to approve the 2017 proposed ABF operating budget with total revenue of \$4,066,918 and expenditures of \$4,066,916 resulting in a net increase of \$3,752.

Approved (unanimous).

5. Governance Committee: Mr. Goodno said he expects that the Governance Committee will ask the ABF to elect Dan Gasby to the ABF board at the December meeting

6. Research Advisory Committee Report: No new updates. Please refer to the ED Report regarding the scientific vetting for the crowdfunding site.

7. Strategic Planning Committee Report: No new updates.

Meeting Adjourned at 9:55 a.m. CST