



**American Brain Foundation
Board of Directors Meeting
Thursday, December 15, 2016
Held via webinar**

Call to order: Thursday, December 16, 2016 at 9:01 a.m. CST by Kevin Goodno, Chair.
A quorum was present.

In Attendance: Kevin P. Goodno, Chair; Martin Shenkman, JD; Jane Ransom; Ralph Józefowicz, MD; Lisa Shulman, MD; Susan Schneider Williams; Jeffrey Rosenfeld, MD; Joseph Sirven, MD; Terrence L. Cascino, MD; Robert C. Griggs, MD; Catherine Rydell, CAE; John Mazziotta, MD

Staff: Marlys Weyandt; Suzi Sherman; Kristi Benson

Excused: Ben Utecht; Bruce Miller, MD; A. Gordon Smith, MD; Timothy Engel, CFO

1. **Board Chair Report:** Mr. Goodno welcomed everyone and discussed the meeting agenda and objectives for today's meeting. He called for a motion to approve the minutes from the meeting of November 17, 2016. The board approved the minutes unanimously.

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

2. **Executive Director Report:** Jane Ransom reported on progress relative to each of the ABF's strategic goals.

- a. Strategic Goal #1: **Research Clearinghouse**

Weber Shandwick is working on building the crowdfunding site. The Research Advisory Committee is working on the application and review process. The ABF staff is providing overall coordination, raising money for the site, assuring that the site content has a legal review, and will be recruiting a Program Officer to run the site.

b. Strategic Goal #2: **Public Engagement**

Weber Shandwick is translating the Outsmart Brain Disease campaign into a one-year action plan for 2017. Meanwhile, as a result of the publicity around Susan Williams' article in *Neurology*, a new potential funding partner has contacted us.

c. Strategic Goal #3: **Philanthropy**

- i. The ABF is welcoming a new donor advised fund, started by Marty Shenkman and his wife, Patti, to focus on funding Multiple Sclerosis research.
- ii. In addition to renewing existing Clinical Research Training Scholarships (CRTS), ABF staff and board members are working to develop new scholarships in headache, ALS, LBD, and neuromuscular.
- iii. The Year-End Campaign is in progress, and we are very close to meeting our goal.
- iv. Commitment to Cures – We have begun actively soliciting for Commitment to Cures sponsorships among research universities who have had CRTS recipients funded by the ABF.
- v. Shelly Rucks has been hired as the new ABF Development Director and will begin on January 4th.
- vi. We are redesigning the the Senior Manager of Major gifts position in light of a staff member's departure from the position.

d. Strategic Goal #4: **Aligned Leadership**

- i. We are at the tail end of completing our Management Services agreement with the AAN.
- ii. The ABF was just recently invited to sign on to a letter that is about the Affordable Health Care Act to President Elect Trump
- iii. We are hopeful that there will be some new funding for the Academy's research program with the new CRTS's mentioned above.
- iv. The ABF has been in collaboration with the Academy in the past month with our budget and H.R. related issues and we would like to thank them for their guidance.

- 3. Governance Committee:** Mr. Goodno shared that Dan Gasby the Governance Committee put forward a recommendation to the board to elect Dan Gasby.

MOTION to approve the election of Dan Gasby to ABF Board, effective January 1, 2017

Approved (unanimous).

- 4. Compensation:** Dr. Jozefowicz shared that the committee met to discuss the Executive Director's incentive for 2017. There were five outcomes with targets selected from the 14 goals on the ABF scorecard.

- a. Number of peer-reviewed proposals posted on the crowdfunding platform (15%)
- b. Increased web site traffic (15%)
- c. Total funds raised (30%)
- d. Number of donors (20%)
- e. Financial Health (20%)

MOTION to approve the Executive Director's incentive plan for 2017

Approved (unanimous).

- 5. Research Advisory Committee Report:** Dr. Griggs an update from the Research Advisory Committee:

- a. The committee is drafting the application and reviewer guidelines for the crowdfunding site.
- b. There is a partnership with the AAN Science Committee to populate the scientific vetting panels.
- c. There will be a recruitment of researchers to submit projects for the beta testing period of the site to make sure the process runs smoothly prior to the public launch.
- d. The Research Advisory Committee will share with the Board the guidelines and list of reviewers for the projects.

- 6. Strategic Planning Committee Report:** No new updates.

Meeting Adjourned at 9:32 a.m. CST