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**American Brain Foundation  
Board of Directors Meeting  
Thursday, May 19, 2016  
Held via Teleconference**

**Call to order:** Thursday, May 19, 2016 at 9:02 a.m. CST by Kevin Goodno, Chair. A quorum was present.

**In attendance:** Kevin P. Goodno, Chair; Robert C. Griggs, MD; John C. Mazziotta, MD; Jane Ransom; Jeffrey Rosenfeld, MD; Susan Schneider Williams; Martin Shenkman, JD; Lisa M. Shulman, MD; Joseph Sirven, MD; Ben Utecht

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

**Excused:** Terrence L. Cascino, MD; Ralph Józefowicz, MD; Catherine Rydell, CAE; A. Gordon Smith, MD; Thomas R. Swift, MD

**1. Board Chair Report:** Mr. Goodno welcomed the newest Board member, Susan Schneider Williams and discussed the agenda for the meeting.

**Minutes:** Minutes from April 17, 2016 were reviewed.

**MOTION** to approve the ABF Board minutes from April 17, 2016.  
**Approved** (unanimous).

No conflicts of interest regarding any agenda items were disclosed.

**2. Executive Director Report:** Ms. Ransom provided an update on the current work of the ABF, specifically discussing: the budget, strategic plan next steps, and the Standing Strong event.

**a) Budget:** For the current year the ABF is trending under budget in revenue and expenses but we expect to see an increase in both areas in Q3 and Q4 when we start to execute the strategic plan. The ABF is outpacing 2015 fundraising so far this year.

A multi-year budget that aligns with the strategic planning goals and strategies adopted at the April Board meeting will be presented to the ABF Board at their meeting on June 23, 24.

**b) Strategic Plan Next Steps:**

**i. Research Clearinghouse:** We are currently reviewing other organizations' crowdfunding platforms and processes. The Diabetes Research Connection is open to sharing their model with

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the ABF.

The Research Advisory Committee (RAC) is working on determining the parameters for project funding and defining the RAC's roles and responsibilities in the vetting process.

- ii. **Public Engagement:** The ABF will be sending an RFP to marketing firms recommended by the AAN's marketing and communications staff. The work will include: brand refresh, marketing plan and website.

Please contact Ms. Ransom if you would like to see the RFP. The AAN's marketing and communications team does not have the time to handle the ABF's marketing needs. However, we will keep in close contact with them about the ABF's marketing plan. The ABF and AAN want to maximize marketing results for both organizations through close collaboration.

- iii. **Philanthropy:** The ABF staff is developing an 18 month fundraising plan reflecting the recommendations in the Carter philanthropic assessment.

- iv. **Aligned Leadership:** Members of the ABF and AAN respective board leaderships will be meeting on May 23<sup>rd</sup> to discuss the ABF's progress against benchmarks and further alignment and collaboration between the two organizations. Over the summer Jane Ransom and Cathy Rydell will be working on a Memorandum of Understanding.

The ABF and Strategic Planning Committee (SPC) will be developing a scorecard for the strategic plan which the Board would like to see as soon as possible after the June board meeting.

- v. **Recruitment:** Staff and independent contractor recruitment under consideration include:
  - a. **IT Project Manager:** Independent contractor responsible for the research clearinghouse platform which is a separate project from the new ABF website. Management of the clearinghouse platform will eventually transition to ABF staff
  - b. **Chief External Affairs Officer:** responsible for managing overall fundraising and marketing for ABF
  - c. **Advancement Officer:** responsible for CRTF program fundraising as well as prospect research – will work closely with major gifts officers and annual fund manager

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**c) Standing Strong:** Fundraising event scheduled for October 26 at the new Viking's Stadium. Board members are encouraged to attend if available.

**3. Financial Report:** Tim Engel, CFO presented the report. He cautioned that the Board should not rely heavily on the trends showing for the first quarter of 2016 because there will be major changes in quarters 2 and 3 as we make investments toward executing the new strategic plan.

**4. Committee Reports:**

- a) Executive Committee:** The committee is discussing a proposed ABF incentive plan to be presented to the Board in June. The committee is also working on improving the review process for the Executive Director.
- b) Governance Committee:** The committee will be recommending to increase the size of the board to 21 as outlined in bylaws. They also have recommendations regarding the mix of skills, attributes and demographics needed. The committee will next be looking at a candidate pool developed earlier in the year to determine who we should recruit next.
- c) Research Advisory Committee:** The committee would like to add Eugene Scharf, MD to its membership. Dr. Scharf has provided excellent thinking on how to approach the crowdfunding platform the ABF plans to build.
- d) Strategic Planning Committee:** Will develop a scorecard for the new strategic plan.

Meeting adjourned at 9:54 a.m. CST.