

**American Brain Foundation  
Board of Directors Meeting  
Thursday, June 23, 2016  
ABF Office, Minneapolis, MN**

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**Call to order:** Thursday, June 23, 2016 at 4:14 p.m. CST by Kevin Goodno, Chair. A quorum was present.

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

**Staff:** Catherine Elliott; Timothy Engel, CFO; John Hutchins, JD; Kristi Benson; Suzi Sherman; Marlys Weyandt

**Excused:** Thomas R. Swift, MD

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

Mr. Goodno reported on the AAN/ABF leadership call that took place last month to discuss how both organizations can collaborate and resolve potential conflicts. A Memorandum of Understanding (MOU) will be created by AAN and ABF management that outlines the expectations and relationship between the organizations.

**Minutes:** Minutes from May 19, 2016 were reviewed.

**MOTION** to approve the ABF Board minutes from May 19, 2016.

**Approved** (unanimous).

No conflicts of interest regarding any agenda items were disclosed.

Mr. Goodno will be appointing Dr. Eugene Scharf to the Research Advisory Committee at the recommendation of the committee chair, Robert Griggs, MD. Dr. Scharf brings his expertise on crowdfunding and has played an integral part in the development of the ABF's clearinghouse strategy. Please refer to his CV provided in the meeting materials on the committee secure site.

**2. ABF Strategic Plan:** The next step is to review and adopt the financial forecast that has been created based on the goals and strategies of the strategic plan that were adopted in Vancouver.

44 The strategic plan execution forecast is broken out into 4 phases, please refer to slide 9:

- 1 **1. 2017: Countdown** – beta version of clearinghouse, refreshing our brand,  
2 MOU in place
- 3 **2018-2019: Liftoff** - launching final version of clearinghouse, Ambassador
- 4 **2. Program in place**
- 5 **2019-2020: Optimize trajectory** – improve awards program, implement
- 6 **3. signature programs**
- 7 **2020-2021: In orbit** – fully self-sustainable, increasing number of grants
- 8 **4. awarded**
- 9

10 **Financial forecast:** Mr. Engel presented a 5 year forecast of the costs  
11 associated to implement the strategic plan according to the execution forecast,  
the staff's fundraising goals and

12 operating expenses, and the major assumptions used to create the forecast.

13 Please refer to slides 10-18 for more details. Key take aways are:

14 Total revenue to execute plan is \$25.5M

- 15 • Each year, staff's fundraising goal increases as the committed grants (i.e.,  
16 AANI CRTS program grant and operating grant) are spent. The most  
17 significant  
18 fundraising increase is from 2019 to 2020.
- 19 • Forecast is based on what is necessary, not what is ideal.
- 20 • Major expense assumptions include building a website and crowdfunding  
21 site, growing ABF brand recognition, and increase in general operating  
22 costs.
- 23 • As of 12/31/15 we have \$2.3M unrestricted reserves to be used as needed  
24 to help achieve fundraising goals each year

25 This forecast is more conservative and realistic compared to the Alford Group's  
26 initial assumptions because these numbers are based on the ABF's actual  
27 needs through 2021 whereas the Alford Group provided generic numbers.

28  
29 **Strategic Plan Metrics:** Dr. Shulman presented the process and success  
30 metrics for each of the 4 strategies in the strategic plan. Please refer to slides  
31 21-29 for more details. Key take aways are:

- 32 **1. Research Clearinghouse:** Metrics should further clarify what "donors"  
33 refers to. Metrics should include  
34 # of visits to the website and # of donations made via  
35 the website.

36 The metrics will be finalized by the end of 2016 and measured starting in  
37 2017.

- 38 **2. Public Engagement:** Engagement is difficult to measure, SPC will work  
39 on defining metrics with the assistance of our marketing and  
communications partner who should be hired by August.

- 40 **3. Philanthropy**

41                   **Aligned Leadership:** More metrics will be added for this strategy after  
42                   MOU is developed.

43                   Mr. Goodno announced that the Strategic Planning Committee will become a  
44                   permanent, rather than an ad hoc, committee responsible  
45                   for monitoring the progress of the strategic  
46                   plan implementation as well as managing the annual scorecard.

47                   **MOTION** to approve the ABF strategic plan for 2017-2021  
1                   **Approved** (unanimous).

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3                   Meeting adjourned at 5:57 p.m. CST.

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