



ABF Board of Directors Meeting, February 23, 2017

By Telephone Conference Call & Webinar

## MINUTES

**Attendance:** Ben Utecht; Cathy Rydell; Joe Sirven, MD; Kevin Goodno; Lisa Shulman, MD; Martin Shenkman; Ralph Jozefowicz, MD; Robert Griggs, MD; Susan Williams, Terrence Cascino, MD

**Excused:** Gordon Smith, MD; Jeffrey Rosenfeld, MD, Dan Gasby

**Staff:** Jane Ransom, Shelly Rucks, Suzi Sherman, Marlys Weyandt

### Board Chair Report

Board Chair Kevin Goodno called the meeting to order at 9:05 a.m. CST. He reviewed the meeting agenda. He asked for and was given approval of the Dec. 15, 2016 Board of Directors meeting. He reviewed the meeting agenda and was given no disclosures of conflicts of interest related to any agenda items on the meeting agenda.

Goodno welcomed Dan Gasby to the Board of Directors. He also discussed the need to set a Board fundraising goal for 2016. Last year the ABF received \$30,480 in annual gifts from Board members<sup>1</sup>. Goodno asked that the Board consider a 2017 goal that exceeds this significantly, especially since we will take the approach that every gift (including honoraria or event tickets purchased) will count toward the Board goal.

### Financial Report

Board Treasurer Ralph Jozefowicz provided the financial update. Unaudited financial statements show that the Foundation ended the year with a net operating increase of \$707,000. Program expenses trended down because of the initial investments in marketing, website, and staffing that the Foundation is making in order to pursue its new strategic plan. The return on invested assets matched the 8.8% policy target.

### Executive Director Report

Executive Director Jane Ransom discussed how the Foundation is staffing up to support the strategic plan implementation. Recruitment is underway for the following positions: Executive Coordinator, Special Events Coordinator, Marketing Specialist, Development Associate. Progress made against each of the Foundation's four strategic goals includes:

Research: The new crowdfunding platform is set to launch at the Annual meeting. Suzi Sherman is the Foundation's new Program Officer, Research & Digital Grants, and will be heading up the crowdfunding initiative. New CRTS partnerships have been established with the International Headache Society, the Muscle Study Group, and the Mary E. Groff Charitable Trust.

Public Engagement: In January, the ABF conducted a p.r. campaign on Dan Gasby joining our Board of Directors, collecting 103,160 headline impressions over 28 days. Weber Shandwick delivered a 2017

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<sup>1</sup> This number does not include restricted gifts from Board members.

marketing plan and is working on a signature video about the ABF. The ABF is recruiting for a part-time digital marketing consultant.

Philanthropy: Total 2016 fundraising revenue was \$1.6 million--\$798,000 toward operations and \$802,000 in restricted grants. The Foundation is working on two special events: (1) Commitment to Cures with Board leadership from Dr. Sirven; and (2) possible Super Bowl event with Board leadership from Ben Utecht. The Foundation is in discussion with the McKnight Brain Research Foundation, the Conrad Hilton Foundation, and the William Randolph Hearst Foundation about possible grants. Gordon Smith and Dan Gasby have helped us make these connections.

#### Thriving Partnership with AAN

The ABF and AAN signed a Management Services Agreement effective 1/1/17 which makes the ABF a co-employer of its staff with the Academy and forecasts \$294,000 in fees to AAN for financial, operational, and IT services, as well as for sublease of facility space and lease of equipment.

#### **Governance Committee**

Kevin Goodno, Governance Committee Chair, reported that the committee is pursuing three goals for 2017: (1) renewing and/or filling officer positions; (2) strategy for replacing neurologists as they term-out from the board; and (3) developing and cultivating a pool of additional public members.

#### **Research Advisory Committee Report**

Committee Chair Berch Griggs reported on two upcoming beta tests of the new crowdfunding site, and on continuing work to populate review panels with the help of the Academy's Science Committee. He also spoke about the several venues in which the Foundation will be publicizing the new crowdfunding initiative at the AAN Annual Meeting.

#### **Strategic Planning Committee Report**

Committee Chair Lisa Shulman reported that the first 2017 meeting of the Strategic Planning Committee would occur in April. At that time the committee will review the Board scorecard for the first quarter of the year.

#### **Commitment to Cures Committee Report**

Committee Chair Joe Sirven discussed the effort to involve research universities and institutions in this year's Commitment to Cures event as sponsors. So far, the Harvard Departments of Neurology have pledged a \$16,500 sponsorship. Several requests are outstanding. Board members are asked to encourage their institutions to buy tables and to purchase their own tickets if they have not already done so.

#### **Compensation Committee & Executive Committee Report – *In executive session***

At 9:45 a.m. CST Kevin Goodno called for an executive session so that the Compensation & Executive Committees provided their recommendations regarding 2017 executive director salary and staff incentive for 2016 performance.