



**American Brain Foundation  
Executive Committee Meeting  
May 15, 2018  
Held via Conference Call**

**In attendance:** Kevin Goodno, Chair; Ralph Józefowicz, MD; A. Gordon Smith, MD; Susan Schneider Williams

**Staff:** Jane Ransom, Shelly Collins Rucks, Stephanie Olson

**Excused:** John Mazziotta, MD

The meeting was called to order at 9:03 a.m. CDT by Kevin Goodno.

The members approved the minutes of the February 14, 2017 meeting unanimously..

1. **Upcoming Meeting with AAN Leadership:** Kevin Goodno and Jane Ransom discussed the opportunity that the Foundation leadership has, on June 23rd, to meet with the top leadership of the AAN to discuss our future partnership. Committee members agreed that the focus of the meeting should be on the positive, which is our progress in meeting or exceeding the benchmarks that were set by the ABF and AAN boards in 2014 as a pre-condition for AAN operational support from 2015-2019.

We would like the meeting to be a sharing of perspectives on our future partnership, identifying points of agreement, as well as where we need further clarity or discussion. Executive Committee members agreed to this approach, and that we will not be making a specific ask of the AAN. Rather, we are attempting to open the door to a next phase in our development with exploration of what the partnership could look like. It will be important to share data on our progress.

2. **Board Call on May 24, 2018: Crowdfunding Strategy:** Jane Ransom discussed the research and analysis that staff has done to land on a crowdfunding strategy to guide us moving forward. The purpose of the call (which will not be a formal meeting of the Boards) will be for Board members to hear overall management decisions on marketing crowdfunding, and to allow for questions, suggestions, and other input from Board members which are not appropriate for a regular Board meeting.
3. **Agenda for Board of Directors Meeting of June 24, 2018:** The Committee discussed the June 24th Board of Directors meeting agenda which will focus upon the strategic crossroads that the Foundation is approaching. We are meeting or beating our benchmarks, but we are not yet self-sufficient and not yet a "household" name. Operational support from the AAN is running out. Questions to be addressed include: What will the next phase look like? What does this mean for our business strategy? How will we measure success? And what will be the Board's primary role?
4. **Adjourn at 9:45 am.**