



**American Brain Foundation  
Board of Directors  
February 16, 2018**

**10:00 a.m. EST/ 9:00 a.m. CST/ 8:00 a.m. MST/ 7:00 a.m. PST  
Conference Call**

**Call to Order:** Friday, February 16, 2018, by Board Chair Kevin Goodno. Quorum was present.

**In Attendance:** Kevin Goodno, Chair; James Essey, Robert Griggs, MD; Shafali Jeste, MD; Jeffrey Rosenfeld, MD; Ralph Sacco, MD; Martin Shenkman, CPA; Lisa Shulman, MD; Gordon Smith, MD; Ben Utecht; Susan Schneider Williams

**Staff:** Jane Ransom, Shelly Collins Rucks, Tim Engel, CFO; Lindsey Taveren, Suzi Sherman, Natalie Baumgartner

**Excused:** David Eagleman, PhD; Dan Gasby, Ralph Jozefowicz, MD; Edgar Kenton, III, MD; John Mazziotta, MD; Bruce Miller, MD; Catherine Rydell, CAE; Joseph Sirven, MD;

Mr. Goodno welcomed everyone and discussed the agenda for the meeting.

Call for disclosure of conflicts of interest. There were none.

**Minutes:** Minutes from January 12, 2018, Board of Directors meeting were reviewed.

**MOTION** to approve the ABF Board of Directors minutes from January 12, 2018.

**Approved** (Unanimous).

- 1. Strategic Planning Report:** The Committee reviewed the 2017 Scorecard, which had not been finalized by the 2018 January Board meeting. The numbers improved in several categories, but the general assessments from that meeting have not changed. The Committee is also working on the 2018 Scorecard, and Dr. Shulman and Ms. Ransom will meet to discuss edits. Dr. Smith has proposed including a measure to track revenue raised for CRTS/CSDA's. The Committee also discussed revising targets on crowdfunding. The Committee will need continued direction from the Board and staff for on how resources should be allocated and prioritized.
- 2. Executive Director Report:** Ms. Ransom highlighted her report and mentioned that the MS crowdfunding campaign will be starting soon. She had just had meetings in New York with the American Committee for the Weizmann Institute of Science and the National Multiple Sclerosis Society. Both are collaborating with us on the MS crowdfunding campaign. mentioned that she had some good meetings in New York City with the Parkinson's Foundation, the MS Society, and others, who might be willing to collaborate in the future.

Ms. Ransom highlighted the current situation of the Foundation as that of as being natural in a startup operation, especially in relationship to the crowdfunding site and becoming financially self-sufficient. The Foundation still needs time to experiment and

develop campaigns with its new tool (crowdfunding platform) as any startup would. Along with this, we should adopt the following approach:

- Approach major donors & prospects with strong case statement which highlights initiatives which will both drive success and fund operations:
  - Crowdfunding Campaign
  - Public Awareness Initiatives
  - Sustaining Donor Campaign
- Collaborate with AAN to envision future partnership
- Analyze and think creatively about financial options

The Board wanted to know more about the need to experiment with crowdfunding. Ms. Ransom explained that the MS awareness crowdfunding campaign is an example of experimentation. It includes using seed funds for specific projects to motivate donors, videos featuring patients and neurologists, and social media campaigns. The Board suggested that the Foundation consider a 90-second explanation of the project as a part of researcher's application. Dr. Jeste offered to set up a call between the Foundation and UCLA's crowdfunding group if the Foundation wanted to learn more about their tactics for success. Mr. Shenkman offered the resources he has created for CCH, the Parkinson's Foundation, and the MS Society about charitable planning and tax law, especially as related to crowdfunding sites. Jane Ransom added her thanks for Mr. Shenkman for volunteering to do a webinar on estate planning for MS patients and caregivers on March 12<sup>th</sup>.

3. **Financial Report:** The Foundation performed well during 2017. The net increase is still a preliminary number, but it is expected to be positive. The auditors will go through the financials and double check that everything is correct. At the next Board meeting, more detail about temporary restricted revenue and endowments will be provided.

A request was made for grants and awards to be separated from functional expenses in future Board meetings because it better highlights the organization's mission and changes the story. Mr. Engel stated that the organizational story would be clearly stated in the annual reports and in the 990. The Foundation will continue to monitor how all expenses are allocated into the areas of programming, fundraising, and administration.

4. **2018 Incentive:** The proposed 2018 Incentive highlights from the board scorecard that the Compensation Committee wants to emphasize. Each item is weighted, with this year's incentive focused heavily on fundraising and financial health.

The Board requested more information on how the incentive is used. Mr. Engel agreed to provide that during the Executive Session.

**Motion: Accept the 2018 Incentive Goals.**

***Approved. (Unanimous)***

- 5. Governance Committee Report:** The Governance Committee is still intending to recruit two neurologist members and two public members to the Board in 2019. During the first trimester of the year, the Board will be asked to submit prospects to the Committee. During the second trimester, the Committee will meet the top prospects. During the third trimester, the Committee will choose and approach them about possibly being Board members in 2019.

The Committee will also be working with the Research Advisory Committee to develop a succession plan for its members, and the Committee will continue to ensure a smooth transition amongst officer succession.

- 6. Research Advisory Committee Report:** The Committee is looking to see movement on the Crowdfunding site with the MS Crowdfunding Campaign set to hit in March. Dr. Griggs recommended that Ms. Olson provide a report during the June Board meeting about this campaign went and lessons learned.

Dr. Griggs highlighted upcoming Annual Meeting events, which include presentations by Section Heads, time on the Experiential Learning Stage, a Plenary Session (which Dr. Sacco stated he would be happy to help with), There will also be a Research luncheon for CRTS/CSDA awardees, and luncheon for Potamkin awardees with Robert Potamkin and his wife on April 22<sup>nd</sup>.

There was discussion about how the Foundation can increase the visibility of awards such as the Potamkin and Essey at the AAN Annual Meeting. Ms. Ransom addressed this concern and stated that the Foundation will be looking at building a larger forum for these awards during the 2019 Annual Meeting. Dr. Sacco also stated that he would be happy to discuss this with the Science Committee, who work hard to reinvent the meeting each year. He noted that only the highest-level awards can be presented at the Plenary, and lectures are still excellent forums for the awards. It is important to market these projects more.

- 7. Commitment to Cures Report:** Ms. Rucks outlined the differences between 2017 and 2018. To date, the Foundation has raised \$53,000 in sponsorships to date; as compared to early March of last year, we only received \$12,500 in sponsorship. The Foundation has a total of 12 sponsors and have sold 142 tickets. This is expected to rise with the invitations that just went out.

Ms. Rucks acknowledged that the Board has been influential in purchasing tables, and Mr. Goodno asked that individual Board members buy or organize a table to support the event. He also asked that the Board invite 5 friends to attend. The Academy and Dr. Sacco have been particularly influential in encouraging AAN representation at this event.

- 8. Executive Session.**