



**American Brain Foundation
Executive Committee Meeting
March 25, 2019
Held via Conference Call**

In attendance: Kevin Goodno, Chair; Ralph Józefowicz, MD; Susan Schneider Williams

Staff: Jane Ransom, Tim Engel, CFO; Lindsey Taveren, Natalie Baumgartner

Excused: John Mazziotta, MD; A. Gordon Smith, MD

The meeting was called to order at 9:30 a.m. CT by Kevin Goodno.

The members approved the minutes of the December 17, 2018 meeting unanimously..

1. **Presentation to the AAN Board of Directors:** The Foundation will present to the AAN Board of Directors during their September Board meeting. The Foundation will have key public members present.
 - a. Ms. Rydell has offered a joint AAN and Foundation officers call in May to discuss the AAN's hopes and concerns about the Foundation's future.
 - b. During the AAN's June Board meeting, Mr. Goodno and Ms. Ransom will attend and conduct a one-hour listening session to air the full board's hopes and concerns.
 - c. Both the Executive and Finance Committee will be identifying critical issues that need to be addressed in our presentation.
 - d. The Committee agreed that the listening opportunities allow the Foundation to assess where the AAN is in their thinking about the Foundation. They also agreed that the timing of all the meetings sounded right.
 - e. The Committee discussed taking out financial strategies, such as asking for a loan from the AAN but agreed that this might inspire doubt.
 - f. The Committee discussed what might be needed to make sure the Foundation succeed with a bold plan, such as the need to strategically build the staff up. More financial support will be needed to make this happen.
 - g. The Committee discussed the vision of the Foundation as the second most prolific neurological research funder behind the NIH.
 - i. The Foundation has not done a good job of telling its own story. The Foundation will need to highlight its upcoming research funding opportunities, such as the CRTS/CSDAs and the LBD Fund.
 - ii. AAN has asked the Foundation not to approach pharmaceutical companies, but these companies have two kinds of grants: educational and research. The Foundation could access the research grants, and AAN could keep receiving the education grants. Jane Ransom and Cathy Rydell are revisiting this issue.
 - h. The Foundation needs to consider how bold a request the Foundation will make to the AAN. A large request might not be met with enthusiasm from the AAN.

- i. Ms. Ransom suggested presenting them with a conservative request and adding in an additional request explaining how the extra funding would make a difference, such as investing in the public awareness initiative.
- 2. **2019 Incentive:** The Board discussed the 2019 incentive at the February meeting and gave the Executive Committee the authority to make changes and bring back to the April Board meeting for approval. The Committee recommended the 2019 incentive change as follows:
 - a. The public engagement goal of Increased site traffic (# of users) should be more difficult to achieve. The current threshold can stand as is, but the target at a 10% and the maximum at a 15 % increase from the threshold is not aggressive enough.
 - i. The Foundation's budget may have limited ability to reach the more aggressive target, but the Foundation should be pushing to move these numbers higher every year.
 - ii. The threshold will remain the same at: 36,750.
 - iii. The target will be 20 % above the threshold.
 - iv. The maximum will be 30% above the threshold.
 - b. The Board agreed that they wanted to remove the Strategic goal of "Signed partnership Agreement with the AAN for 2020 and beyond" and the "Crowd Funding Strategy".
 - i. Without these two goals, their cumulative 30% weight should be proportionately applied to the other goals, as follows:
 - 1. The net operating increase will be adjusted from a 10% weight to a 20% weight.
 - 2. The total number of donors will increase from a 10% weight to a 20% weight.
 - 3. The total restricted funds raised will increase from a 20% weight to a 25% weight.
 - 4. The unrestricted operating grants (including AAN) will increase from a 20% weight to a 25% weight.
 - a. The Committee agreed that the unrestricted operating grants should not include the AAN unrestricted grant.
 - 5. Mr. Engel will adjust the incentive according to the requests made by the Executive Committee.
 - ii. **MOTION:** To present the new incentive to the Board of Directors on April 11, 2019.

Motion approved. (Unanimous).

c. Executive Session.

Adjourn at 10:25 am CT.