



**American Brain Foundation
Executive Committee Meeting
September 4, 2019
Held via Conference Call**

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

Staff: Jane Ransom, Tim Engel, CFO; Lisa Deutsch

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

The meeting was called to order at 9:00 a.m. CT by Kevin Goodno.

The members approved the minutes of the March 25, 2019 meeting unanimously..

1. Business Plan Presentation to the AAN Board of Directors on September 14, 2019:

Dr. Dodick, Ms. Williams, and Mr. Essey will present our Business Plan to the AAN Board on September 14. Mr. Goodno and Ms. Ransom will also be in attendance to present our new leadership for 2020. Discussion was around the following points:

- a. The presentation needs a balance between hard facts and an emotional appeal to persuade the board. Our funding request is for \$1.5M in 2020, \$1.25M in 2021-2022, then \$1M for 2023-2024.
- b. There are several skeptics on the board, so we may need to present it with them in mind, but not defensive.
- c. The AAN will likely support us as some level. If we don't adequate funding, an option may be to loosen the partnership with AAN in order to pursue other partners, including industry funding sources. It's important to note that the ABF's public board members would be alienated if the AAN were to dramatically reduce their funding for the ABF. This is a critical point for the ABF, which has done more in the past five years than was accomplished under the old model for 25 years. We have surpassed the benchmarks that we were asked to meet. In 2014 an error was made in not getting clarity that the ABF would have operational funding needs beyond the first five years.
- d. We need to express the vision, and our commitment to the vision, which is laid out in the business plan.
- e. Our message will be strengthened by having our 2020 officers present.
- f. The process we've gone through with AAN has helped us focus our message and story.
- g. Our business plan is a good work product. We can revise and use it in conversations with certain major donors.

2. Staffing Update: Ms. Ransom briefed the committee on our recent turnover.

- a. Natalie Baumgartner's last day is today. She has been with us for 2.5 years, and is going to pursue a new opportunity. The Executive Coordinator position has been posted, and we received 52 applications.
 - b. Suzi Johnson left in June after 8 years with the ABF. She has moved on to a new chapter in her life. We have several good applicants for her position.
 - c. Most of the committee is familiar with the situation surrounding Mark Tundel's recent departure. Ms. Ransom is working with our attorney to finalize a settlement with him.
 - d. It's unfortunate that we had several departures so close together, but we have a solid team with which to move forward. The national average tenure for fundraiser positions is 16-18 months. Ms. Ransom and Ms. Tuhy are working with HR to increase their knowledge on ADA compliance and employee retention.
- 3. Board agenda for September 15, 2019:** Ms. Ransom and Mr. Goodno shared the draft agenda for our full board meeting on Sunday, September 15. All action items are at the front end of the meeting. Meeting participants approved of the board agenda:
- a. Review and approval of our 990 filing, financial statements.
 - b. Business Plan feedback and discussion; determine next steps.
 - c. Strategic planning in context of the new business plan.
 - d. A Social Media Strategist will present information on the current environment and speak about tools we are using now and can use in the future.
 - e. After lunch, Marie Tuhy, Director of Mission Advancement, will discuss our crowdfunding strategy. Lisa Dahlberg, Major Gifts Officer, will speak about future major donor social events.
 - f. Commitment to Cures update will include that Emilia Clarke, actress from Game of Thrones, and Sidney Crosby, professional hockey player in the NHL, have been confirmed as our honorees. Brain Canada may also provide us with a sponsorship.
 - g. Onboarding our five new members.
 - h. Executive session to discuss staffing.

We also have a dinner planned for Saturday evening to thank and say farewell to our departing board members.

Meeting adjourned at 9:30 a.m.