



AMERICAN BRAIN FOUNDATION
Executive Committee
June 1, 2020
9:00 a.m. CST
Conference Call

Committee Members	David Dodick, MN, Chair; Susan Schneider Williams, Vice Chair; James Essey, Treasurer; Shafali Jeste, MD, Secretary; Kevin Goodno, Immediate Past Chair
Guest	
Staff	Jane Ransom, ED; Timothy Engel, CFO; Kim Howard

	AGENDA ITEM <i>*Indicates Board Action Needed</i>	PRESENTED BY
10:00 CT	Call to Order	David Dodick, MD, Chair
10:05	Approval of the March 12, 2020 Minutes	David Dodick, MD, Chair
10:10	Executive Director Updates	Jane Ransom, Executive Director
10:20 10:35	Committee Chair Updates <ul style="list-style-type: none"> • Governance Committee • Finance Committee 	Kevin Goodno Jim Essey, Treasurer
10:50	Board Meeting June 13, 2020	David Dodick, MD, Chair

Meeting Materials:

- Minutes of March 12, 2020 (pg. 2)
- Working remote memo
- Draft BOD Meeting Agenda



**American Brain Foundation
Executive Committee Meeting
March 12, 2020
10:00 am CT
Conference Call**

In Attendance: David Dodick, MN, Chair; Susan Schneider Williams, Vice Chair; James Essey, Treasurer; Shafali Jeste, MD, Secretary; Kevin Goodno, Immediate Past Chair

Staff: Jane Ransom; Tim Engel; Kim Howard

The meeting was called to order at 10:03am CT by David Dodick.

The members approved the minutes of the December 16, 2019 meeting unanimously.

1. **Impact of Covid-19:** The Executive Committee agreed unanimously to cancel the 2020 in-person Commitment to Cures dinner knowing that the AAN is on the cusp of canceling its annual meeting. Staff is proposing a virtual Commitment to Cures campaign—using multiple channels to publicize our awardees and driving toward a live-streamed event on April 29th which would be emceed by Jim Cramer. Our marketing firm sees a lot of potential to build our social media following by using our celebrity awardees to attract people to the virtual event. Staff has reworked the sponsorship benefits for the virtual campaign and anticipates that at least some of our current sponsors will stick with us.

Executive Committee members agreed that the Covid-19 crisis is pushing us to envision new ways of doing our work and that the transition to an online Commitment to Cures is a good idea. Committee members want board members to make or pledge their annual gifts by April 15, so that we can announce 100% board giving and announce their collective gift at the start of the virtual Commitment to Cures campaign. Ms. Ransom will make that request. Awards will still be given to all awardees just in a different format. Collaboration with the AAN on this could be a win on both sides. The underlying message is that scientific research must not be side-lined and must go on. Ms. Ransom will meet with AAN leadership to discuss our plans and a message that we are transitioning to a virtual event will be sent to all ticket holders and sponsors.

Ransom also reported that the ABF staff is will begin working remotely on Monday, March 16th. She noted that AAN had developed COVID-19 travel guidelines for staff and recommended that the ABF adopt them. The committee agreed.

2. **Strategic Planning Board Meeting Follow-Up (Dr. David Dodick):** Highlights from the board's strategic planning discussion in Scottsdale were presented and discussed. Highlights:

- a. Fundraising/Research:
 - Big Win (One brave idea but exploit cure one, cure many mandate)
 - Disease-specific funds: Glioblastoma
 - Big research themes that cut across many diseases
 - ABF Brainstorms or Brain Innovation Institute (secure NIH R13)
 - Shark Tank (exploit innovations on the cusp)
 - Planned giving information on AAN dues page
 - COVID-19 estate planning presentation by Marty Shenkman

- b. Public Awareness:
 - Sharpen our case and our message with examples fit for public consumption that demonstrate connection between diseases
 - Share our successes (funded investigators), content (podcasts from our funded researchers, where are they now, 1-pagers that describe the disease and key research areas), create a sense of urgency and cultivate trust/confidence to public, AAN members, previous donors, subscribers
 - More public influencers raising awareness and money for funding
 - Appear on The View per Mrs. McCain's invitation
 - Partnership with new marketing firm, Yakkety Yak

The View appearance scheduled for April 9 was highlighted. Ms. McCain has secured a full segment for Ms. Williams and Ms. McCain to talk about the ABF. This could be postponed due to the COVID-19 situation, but it will happen eventually. If postponed it will give us more time to prepare and update our website. We need to create bite size information for public consumption and provide Cure One, Cure Many examples.

3. Other Discussion Topics (Dr. David Dodick):

- a. Board Composition – Dr. Dodick confidentially noted that there may be a vacancy for a public Board member coming up by the end of the year. He discussed the possibility of recruiting Susan Sarofim, who hosted a January 2020 event for the ABF in Houston. She has a personal connection to our mission because she experienced a TBI from car racing.

- b. Board Engagement – Dr. Dodick proposed a couple of subcommittees for development/fundraising and public engagement/awareness. After some discussion it was decided to create two strategic planning task forces—one for Public Awareness and one for Research and Fundraising. The latter task force combines research and fundraising because we must align opportunities in each area to be successful in either.

4. Clinical Research Training Scholarship in Tourette (Jane Ransom):

The Tourette Association of America (TAA) is unhappy that for the past three years we have had few applicants for the CRTS we co-fund with them through AAN's research program. They feel they can attract more people directly into their own research award program because the Tourette research community is used to TAA's application timeline, which is different than AAN's. Ransom recommended that we try reversing the funding relationship with the Tourette Association for the 2021 CRTS. It is important to retain relationships with sub-specialty groups; and perhaps over time the funding could revert to the way we've had it. The motion was made that in 2021 the ABF fund TAA in the amount of \$50,000 for one CRTS. This motion was approved unanimously.

Meeting adjourned at 10:50 a.m.



MEMORANDUM

TO: Executive Committee
FROM: Jane Ransom
DATE: May 28, 2020
SUBJECT: Recommendation re Permanent Remote Office

I am recommending that the ABF negotiate to vacate our office space at the AAN building and establish ourselves as a permanently remote workforce beginning October 1, 2020. As a result of the COVID-19 pandemic, the ABF made the transition from having an in-person work environment to a fully remote one in mid-March. We were fortunate to have begun using new video conference and project management technology just before we were forced to go remote. The transition went smoothly, and the staff team has been productive.

Should we make this arrangement permanent? Given AAN's declining annual support and our growing marketing costs, reducing facilities expenses would be very helpful. We know that ABF would save \$144,000 annually if we fully-vacated our space in the AAN office building, while still maintaining and paying for IT, HR, and financial services. We would save somewhat less if we maintained storage space and the ability to use conference rooms at the building.

The primary advantages of going permanently remote include:

- Reduces office rental expense
- Optimizes work with new technology (Asana, Teams, Zoom)
- Staff welcomes flexibility of work location and reduction of parking/commuting time and expense
- Opens ABF up to potentially recruiting talent from anywhere in the country

The primary challenges with a permanently remote environment are:

- Maintaining enough face time with AAN staff so as not to be "out-of-sight, out-of-mind"
- Maintaining and developing team cohesion
- On-boarding new staff
- Some initial expenses to upgrade home office spaces

In a post-COVID-19 environment, we can meet the challenges outlined above by meeting in-person regularly and maintaining the ability to use conference rooms and storage space at the AAN building. If, for example, we had a bi-weekly team meeting at the AAN building, we could schedule meetings and presentations for AAN staff on the same day. Individuals could also go to AAN on their own for other meetings with AAN staff. Team building and on-boarding processes would not need to be fully remote, as we could build in face time for the team.



AMERICAN BRAIN FOUNDATION

Board of Directors Meeting

June 13, 2020

10:00 am–1:00 pm CT

Virtual Meeting

Committee Members	David Dodick, MD, Chair; Susan Schneider Williams, Vice Chair; David Eagleman, PhD; James Erwin, James Essey Jacqueline French, MD; Dan Gasby; Kevin Goodno; Robert Griggs, MD; James Grotta, MD; Frances Jensen, MD; Shafali Jeste, MD; Sharon Klein; Cindy McCain; Suzanne Miller; Ronald Peterson, MD; Mary Post, CAE, Catherine Rydell, CAE; Sean Sansiveri; Martin Shenkman, CPA; Joseph Sirven, MD; James Stevens, MD; Ben Utecht
Staff	Jane Ransom, ED; Timothy Engel, CFO; Emily Christian, Lisa Dahlberg, Julia Miglets-Nelson, Kim Howard

	AGENDA ITEM <i>*Indicates Board Action Needed</i>	PRESENTED BY
10:00 CT	Call to Order Approval of April 9, 2020 meeting minutes Call for disclosure of conflicts of interest	David Dodick, MD, Chair
10:05	Board Chair Remarks	David Dodick, MD
10:10	Executive Director Report	Jane Ransom
10:30	Financial Report <ul style="list-style-type: none"> Financial Statement for Period Ending 4/30/20 IRS 990 for Filing Audit Report 	Jim Essey, Treasurer Tim Engel, CFO
	Strategy Development	
11:00	Commitment to Cures <ul style="list-style-type: none"> 2020 Debrief 2021 Strategy 	Joseph Sirven, MD Lisa Dahlberg, Major Gifts Officer Emily Christian, Dir. Advancement & External Relations
11:30	Marketing Strategy	Jacqueline French, MD Emily Christian, Dir. Advancement & External Relations Ashley Logan, Yakkety Yak
12:15	Research Strategy <ul style="list-style-type: none"> COVID-19 LBD Project 	Ron Petersen, MD Jane Ransom, Executive Director
12:45	Executive Session	
1:00	Adjourn	