



**American Brain Foundation  
Governance Committee Meeting  
April 20, 2020  
9:00 a.m. CT  
Video Conference Call**

**In attendance:** Kevin Goodno, Chair; Susan Schneider Williams, BFA; Frances Jensen, MD; Ben Utecht; David Dodick, MD

**Staff:** Jane Ransom, ED; Kim Howard

Mr. Kevin Goodno, Chair, called the meeting to order at 9:02 a.m. CT. The minutes of March 16, 2020 were approved unanimously.

Ms. Ransom discussed how recruitment has been done in the past, how the survey process has worked, and who we have surveyed.

The ABF Board Recruitment Priorities document was discussed to see if any changes need to be made in the following areas:

**Skills/Experience/Expertise** - The focus should be on fundraising, but we should get a good balance of the skills on the chart. The whole board needs to be enthusiastic and helpful with fundraising, but it does not mean fundraising is their profession.

**Access/Connections** – It was suggested that a category called “Influencer” be added to the list.

**Major Donor Giving Capacity** – It is a great added benefit to have someone with the potential to be a supporting donor.

**Connection with Mission** – It is important that board members have a strong personal and/or professional connection to our mission.

**Diversity** – Geographically, we are focusing on a few cities with a high concentration of wealthy individuals, including New York, Houston, and the Bay Area. The board’s gender balance is improving. We are not doing as well with race/ethnicity, but we have improved. Having celebrities can be beneficial, but also executives at creative agencies, whose involvement with ABF can have a waterfall effect of all their clients.

Ms. Ransom then discussed the list of Recruitment Survey Recipients to see if any changes need to be made to those. Sending the survey to the American Brain Coalition as well as the American Neurological Association was suggested. Another idea is to approach some of our major donors for suggestions.

Regarding the timeline, Ms. Ransom said we would work towards having the surveys completed by the end of June and then start having conversations with people over the summer and into the fall.

**Meeting Adjourned: 9:25 a.m. CT**