



**American Brain Foundation
Executive Committee Meeting
June 1, 2020
9:00 a.m. CT
Video Conference Call**

In Attendance: David Dodick, MD, 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 9:03am CT by David Dodick.

The members approved the minutes of the March 12, 2020 meeting unanimously.

Executive Director Updates (Jane Ransom)

- The AAN/ABF partnership continues to be very positive working closely with Mary Post and Jim Stevens.
- Operations remain very productive even in the working-from-home environment due to COVID-19.
- A virtual team retreat is planned for later this month and the focus will be on team cohesion and planning for the last half of 2020 and looking forward to 2021.
- Yakkety Yak our marketing firm is doing a great job with Facebook live events and other social media outlets including Instagram and Twitter. They are also working on our annual report, direct mail campaigns and our website.
- The memo in the materials **Recommendation re Permanent Remote Office** was presented.

The recommendation was made to vacate our office space at the AAN building and establish ourselves as a permanently remote workforce beginning October 1, 2020. The transition since March has gone very smoothly and the staff has been very productive. The annual savings of \$144,000 was presented as well as the advantages and challenges.

The committee discussed this recommendation and determined now is not the right time to make this change, they felt developing a new relationship with Mary Post and keeping connected with the AAN staff is extremely important. They also mentioned that the majority of the ABF team is new, and this change could affect the good culture that has been developing amongst this team. We will proceed with caution and not make a decision based on what is happening right now, by year end we will have a clearer picture.

Committee Chair Updates

- **Governance Committee (Kevin Goodno)**
Survey going out soon for recruiting new board members, we need to make sure that people meet the criteria.
- **Finance Committee (Jim Essey, Treasurer)**
C2C worked out well. There were fewer sponsorships, but expenses were way down so C2C ended in the positive. We discovered how we can expand our reach outside of the dinner through a virtual event. Overall expenses are down by \$350,000 mainly due to no travel. Net is up by \$150,000 and on top of that we have a PPP loan. If our forgiveness application is accepted our \$147,000 load can be converted into a grant. Things are going well and we are hoping to get the \$1.5M grant soon from the Alzheimer's Association.

Board Meeting June 13, 2020 (David Dodick)

The draft agenda for the Board meeting on June 13 was reviewed. The strategic session will cover fundraising (highlighting industry fundraising), research strategy, and our marketing strategy with a presentation from our marketing partner Yakkety Yak. It was noted the AAN Update from Mary Post & Jim Stevens was missing, that will be added to the final agenda.

Meeting adjourned at 9:46 a.m. CT