**Board of Directors Meeting: February 12, 2019**

**Board Members in Attendance**

Suzanne Kirk

Heather Lundy

Melinda Spisso

Lori Keith Robinson

Melanie Orsini – via telephone

Ray Rudolph

Danny Mahfet

Leesa Bohler

Fariborz Zaer

**Board Members Absent**

Erica Backus

Emily Dickinson

MarRonde Lumpkin-Lotson

Abra Lattany-Reed

**Staff in Attendance**

Aileen Gabbey

Julie Schwartz

**Approval of Agenda**

Heather moved to approved the agenda; Ray seconded. Approved.

**Review and approval of January Minutes**

Heather reviewed the January minutes. Ray moved to approve the minutes; Melinda seconded. Approved.

**Mission Moment**

Julie S. delivered the Mission Moment, which focused on a new program – the Survivor Ambassador program. Joyce Williams is our survivor ambassador, and is also a featured survivor on this year’s Race poster. Ms. Williams was diagnosed when she was 36. She created an outreach kit to be delivered to newly-diagnosed individuals. Julie commented that this is a great resource, and this is a wonderful way to continue to connect with people after a diagnosis. Elena Santa Maria is also involved, and has offered to serve as an interpreter for Spanish-speaking individuals who require a translator.

**Executive Director’s Report**

Aileen delivered the Executive Director’s report. At the end of January, Aileen traveled to Dallas to attend the Affiliate Leadership Council. The purpose of the meeting was to discuss the Affiliate Agreement. In prior years, the ALC was not consulted about the language in the Affiliate Agreement; they have now tried to make this more of a working partnership in developing the agreement. A few things will change, including the inclusion of a requirement that affiliates take certain steps to collect data.

Aileen met with our new regional director, Helen. We are still referred to as small, but high-functioning, and are often consulted as an example of how small affiliates should function.

Komen’s marketing department has developed a new tagline, which they will begin to roll out soon. The new tagline is, “where the end of breast cancer begins.”

Aileen also reported that we have officially formed a Big Wig Bash Committee, and Karen Guinn and Boston Derst have agreed to chair that committee. They will meet next week to begin preparations for that.

**Race Update**

Aileen and Ray have been making great progress getting Race sponsors. Aileen reported that regional Ford dealerships have committed to $30,000, to be divided between Race, Pink Hair Warriors, and Mammogram and Research Fund. The Atlanta Affiliate was a wonderful resource in guiding us through the process, as they already have a relationship with this Ford organization.

Registrations and donations are up compared to last year. Aileen isn’t certain whether this is a reflection of the fact that final registrations will be up, or whether people are simply registering earlier than last year.

Suzanne asked that all board members register for the Race by the March board meeting.

**Treasurer’s Report**

Financials

Danny delivered the financial report, directing us first to the December actuals compared to prior year. Revenues are up about $98,000, driven primarily by Race and Big Wigs. Our expenses are remarkably consistent, and are down about $16,000 due to no longer having a development director. Our expense ratio is right at 26%. The revenue is really driving our expense ratio fluctuation, as expenses are pretty static.

Heather made a motion to approve the financials; Melanie seconded; approved.

FY2020 Budget

Danny then directed us to the FY 2020 budget. Our expense ratio for this budget is 27.6%. Danny commented that the revenues are probably conservative, which is probably a good thing here. If our fundraising does better than we conservatively budgeted, then the expense ratio will go down. We are required to be at or below 29% for expense ratio. Suzanne had a question about the shared services line item; Aileen clarified that this pertains to a chargeback to Komen national for certain services, and the number is correct.

Leesa moved to approve the budget; Melinda seconded. Approved.

Suzanne thanked our Finance Committee for all of their hard work.

**Retreat Follow-Up**

Suzanne directed us to the Retreat Summary. This document has summaries and resources from the January Retreat. Suzanne asked that we all take a deeper look at this so that we can have a more in-depth conversation about it next month.

**Mission**

2019 Grants Review Process

Julie distributed a handout summarizing the grants process. After we create the RFA, the potential grantees submit applications. Julie gave a brief overview of the compliance check that is performed, which includes:

* Carefully reading each grant
* Checking 501(c)3 status or governmental agency status
* Confirming the organization is breast health-related
* There is a $50,000 cap
* That organization is in good standing if current grantee
* That the application was on time
* That the application reflects our objectives
* That the requested budget makes sense

Then, a panel of 7 independent reviewers analyzed the grants applications. Two reviewers are out of Bulloch, three from Chatham, and two from Liberty counties. Their positions are:

* Family nurse practitioner
* Marking and communications professional
* Public health professor
* Professor of community health
* Independent grant-writing consultant
* Social worker
* Director of volunteerism

Each grant was reviewed 5-6 times. The proposed grant slate was unanimously voted on by the review panel while Julie S. served as facilitator and remained neutral.

Danny updated the board on National’s recommended range for grants. This year, our range is about $211,000 to about $360,000. National uses our finances to generate this number. The recommended range is based on the budgeted 2019 number and the 2019 actuals. For perspective, we actually granted $220,000 last year though we budgeted $267,000. Suzanne reminded us that we granted out $300,000 in 2017, which resulted in us having to dip into reserves because Race was down. In 2018, we decided to hold static on grant amounts for the following few years to stabilize, with consideration given to fluctuation in revenue. Danny reported that the executive committee’s recommendation is $275,000-$280,000. This number recognizes our increase in revenues but also aligns with our goal of focusing on stability. Danny also remarked that the discussion this time next year may be much different if our revenues continue to rise.

Lori moved that we grant out $280,000; Ray seconded. The board decided that we will grant out $280,000.

2019 Grants and Slate Approval

The board reviewed the proposed grant slate. Lori made a motion to approve; Ray seconded. The Board voted to approve the grant slate.

The slate of prioritized grants listed below has been approved by the Board of Directors. The Board of Directors authorizes the award and funding (in descending order) of these grants up to an amount that will maintain the Affiliate’s fund balance at March 31, 2019 within fund balance percentages approved by Headquarters.

* Southeast Georgia Health System-Brunswick location ($49,990)
* Hearts and Hands Clinic ($34,366)
* Diversity Health Center, Inc. ($50,000)
* Curtis V. Cooper Primary Healthcare, Inc. ($50,000)
* St. Joseph’s Candler Health System, Inc. ($43,320)
* Coastal Health District ($32,040)

Komen Scholar 3/12 and Grants Breakfast 3/13

Dr. Keith Knutson will visit as a Komen scholar on March 12th to discuss triple negative vaccine developments. Suzanne led us in a discussion about our options pertaining to this event. Do we try to monetize this? Julie spoke to two other affiliates who have done similar events (Atlanta and North Texas). Both other affiliates had non-ticketed events.

Our options are:

* Open to public
  + Free, or
  + Pay for tickets
  + With either option, we could include an “ask” if we want
* Invite our VIPs only (inner circle perk)
  + Include as ask, or
  + Not make an ask
  + The practical challenge with only inviting VIPs is that most of those same people will be invited to the grants breakfast the following morning, and it can be difficult to get people to attend two events in such a short timeframe

The board decided that this is a great opportunity to target the medical community. We will have a non-ticketed event for Dr. Knutson the evening before the Grants Breakfast, and we will include an ask for financial support.

**Board Development**

The committee isn’t meeting until February 22nd, but has a list and is moving forward with identifying and selecting candidates.

**Fundraising**

Annual Fund Update

Aileen reported that we are at $39,340. Our goal is to hit $50,000 before the end of March. Timing gets a little tricky as we are now well into Race time.

The board likes the name “Annual Mammogram and Research Fund.” Melinda suggested that we have a final push at the Dr. Knutson event and allocate all gifts received at that event towards the MARF.

**Next Meeting**: March 12, 2019 at the Komen office.

Meeting adjourned at 9:18 a.m.