

Board of Director's Meeting
September 19, 2019

Present: Ryan Giacolone, Dan Flynn, Rebecca Neuman, Dave Anderson, Dave LewAllen, Janet Dobson Vernier, Rob Bava, Dr. Chu, D'Ann Crawford, Kathi Hunt, Julie Nicholson, Kevin Schnieders, Fred Hoffman, Russ Shelton, George Miller, Ingrid Todt, Megan Phelps, Kelly Collins and Rebecca Martines

The meeting was called to order at 5:05pm.

Approval of the Board of Director's Meeting Minutes of May 16, 2019

Judge Nicholson motioned to approve the Meeting Minutes of May 16, 2019; Secretary Anderson seconded the motion. The motion was approved unanimously.

Induction of Rob Bava to Board of Directors

President Giacolone introduced Mr. Bava. He is the President and CEO of Community Choice Credit Union. Mr. Bava has participated in committees and Board for various companies owned by the credit union. Community Choice Credit Union participated in Celebration of Dreams last year by making over forty silent auction baskets.

President Giacolone motioned to approve the induction of Mr. Bava to the Board of Directors; Judge Nicholson seconded the motion. The motion was approved unanimously. President Giacolone preformed the induction ceremony and the Board welcomed Mr. Bava to the Board.

Committee Reports

Finance Committee

Treasurer Flynn reported on the August Year to Date budgets. It has been a great year so far. The current cash position is at [REDACTED] with an additional [REDACTED] earmarked for the endowment. This brings the cash position to [REDACTED]. Events and Benefits have been extremely successful this year. Ms. Dobson Vernier inquired about the success of The Dobson Golf Outing. ED Miller reported that it raised over [REDACTED] Expenses are very controlled and are [REDACTED] under the projected budget. The Wish Department works hard to keep costs under control.

Kids Helping Kids has raised [REDACTED] with a budget of [REDACTED]. Dream Makers Ball was a huge success. At The Dobson, the auctioneer was great and made a big difference. The Walk for Kids in Lansing had over 200 walkers and is anticipated at over [REDACTED] Detroit Uncorked may take over for the Walk for Kids. Celebration of Dreams is also on track to be very successful. Community Choice Credit Union is donating twenty baskets for the silent auction.

Judge Nicholson inquired about TRC utilizing the app Charity Miles. The app tracks steps and then donates to charity of choice. President Giacolone stated that collaboration between the departments and being aware of budgets has significantly improved the budgeting process.

Mr. Shelton motioned to approve the August Year to Date Financials; Judge Nicholson seconded the motion. The motion was approved unanimously.

Judge Nicholson motioned to approve the 2019 Amended Budget; Secretary Anderson seconded the motion. The motion was approved unanimously.

Marketing Committee

Mr. LewAllen reported on the Marketing Committee. The Entercom Campaign ended after a four month run. The campaign provided awareness but not return on investment. Judge Nicholson heard the ad on the radio all the time. ED Miller said that the TRC website looks great and is user friendly. The donation page will be easier to use. Mr. Hoffman inquired on what the return on investment was for the campaign. ED Miller said that it was in the hundreds and did not come toward the thousands. Mr. LewAllen said that it was a positive brand awareness campaign more like billboards. President Giacalone said that two trust donations have been received and there is no way of indicating where these came from. Mr. Hoffman inquired about doing PSA's. Mr. LewAllen said that a willing partner is needed. Mrs. Phelps has had conversations with Comcast but they would not be able to ask for donations it is strictly a story. Judge Nicholson said that on CBS, Jackie Page does a bit on organizations in the community.

Executive Director Report

Detroit Uncorked

Detroit Uncorked will take place on Thursday, October 17th from 6-9pm. There are [REDACTED] tickets left. The premier tickets are sold out but Mrs. Phelps may be able to assist in securing additional if anyone is interested. Mr. LewAllen is emceeding the event. Bob [REDACTED] has been a great connection thanks to Mr. LewAllen. His company adopted a wish child and did a wish reveal with superheroes at their hotel. The Detroit Wine Organization is also increasing the amount of Detroit contacts.

Building Plans

There will be a new ramp in the front of the house. The conference room will move to the current reception or living room area. The doors will become a solid wall. Mrs. Moore's current office will become the reception area. Mrs. Collins will have a new office. The breezeway will become an outdoor shed that does not have a door into the office. When WWAM or outdoor crews come to work in the office they will be able to access supplies. The current conference room is becoming three cubicles. The current kitchen will become Mrs. Moore's office. ED Miller would like to expand the parking lot to create 6-8 additional spaces. The Pathway of Angels will stay.

A wish dad is doing the architectural design and will help keep costs low. Heritage Oaks re-designed the front walkway with new plants and pavers. This was a [REDACTED] donation. They also put in a new sprinkler system. Mrs. Crawford asked when ED Miller stopped looking at new offices. ED Miller said that the price tags were too high or he would be caught up in bidding wars. Mrs. Crawford said that this office feels like home. Mr. Hoffman inquired if any money was put into the Auburn Hills building. ED Miller said that he walked away from the offer before money was involved. Mr. Bava stated that Community Choice has meeting space available if it is ever needed. ED Miller does not know how much concrete will be needed for the parking lot renovation. Judge Nicholson suggested asking Mr. Mocerri for recommendations. Carl's Foundation will finance capital improvement projects as opposed to wishes. ED Miller thanks Mr. Shelton for the connection to Dillman and Upton. They are donating a cabinet to go underneath the wish wall.

Cyber Insurance

Mrs. Collins and ED Miller have been concerned with data being held hostage. Mrs. Collins stated that a few years ago there was an attack to the system where data started disappearing but was recovered. Secretary Anderson asked if the policy pays ransom and President Giacalone asked if the IT provider has the controls. Mrs. Collins said that Proactive Technology has the controls and thanked Mr. Schnieders for this connection. Mr. Bava said that in most attacks they do not ask for a lot of money. Secretary Anderson said that it has been [REDACTED] almost every time. ED Miller said that the insurance will pay ransom but it is almost impossible to get files back.

Mr. Patterson's Tribute

Over [REDACTED] has been received in memory of Mr. Patterson. He donated [REDACTED] from his trust. This donation will be used for the capital campaign.

Endowment Fund

[REDACTED] will be moved into the endowment fund. This will put the endowment at about [REDACTED]. This is [REDACTED] into stocks and [REDACTED] into fixed income. With this money moved, there will still be [REDACTED] in cash. There is still Detroit Uncorked and Celebration of Dreams to end the year.

Capital Campaign

ED Miller shared the Capital Campaign brochure. It leads with Dave Opperman's quote. The goal is to build to 15 million dollars. This would leave fundraising to pay for operational costs. The by-laws will have to specify how the donations are being used. The goal is to have one donor commit to seven million over the time period to kick-off the campaign. The donation would be received over the course of seven years. Mike Hilliard of University of Michigan Gifting Office is assisting ED Miller.

ED Miller will need the Board's assistance with this campaign. Josie Hunwick connected TRC to TCF Bank and they became the Title Sponsor for Detroit Uncorked. This is a [REDACTED] sponsorship. Board Members can make the connection and attend meetings with ED Miller. Mrs. Dobson Vernier said that this is a great idea and is very willing to help. President Giacolone motioned to approve moving forward with the capital campaign; Mr. Bava seconded the motion. The motion was approved unanimously.

Mrs. Crawford said that the by-laws will need to be very specific about how the donations are used. Mr. Shelton inquired if there is any restricted funds in the budget currently. There is the Impact 100 Grant which is restricted but is not endowment related. Judge Nicholson is willing to help look at the by-laws.

ED Miller shared that TRC is a finalist for the Impact 100 Macomb Grant. There are five finalists that will present on October 23rd. This grant would be specifically for wishes. President Giacolone said that it is important to have full Board engagement on the capital campaign.

Mr. Bowren of the Marketing Committee produced three videos for our Annual Appeal. They feature "Hometown Heroes" from the Detroit Lions, Tigers and Pistons.

ED Miller invited Board Members to attend the premier of "On the Front Lines of Cancer". It is a documentary produced by former Board Member, Keith Famie, and the documentary features TRC.

President Giacolone motioned to adjourn the meeting; Treasurer Flynn seconded the motion. The motion was approved unanimously.

The meeting adjourned at 6:02pm.