

Board of Directors Meeting Minutes
March 28, 2019

Present: Ryan Giacolone, Dan Flynn, Kevin Schnieders, Sue Welker, Dominic Mocer, Rebecca Neuman, Dave Anderson, Greg Anderson, George Miller, Rebecca Martines, John Jackson, Roland Chu, Kathi Hunt and Steve Neiheisel

The meeting was called to order at 5:01pm.

Approval of Meeting Minutes from Thursday, January 24th, 2019

Mr. Anderson motioned to approve the Board of Directors Meeting Minutes from Thursday, January 24th; Secretary Anderson seconded the motion. The motion was approved unanimously.

Committee Reports

Finance Committee

The net operating income is \$22,000 with a budget of \$5,000 in the positive. At this time in 2018, the budget was \$30,000 less than planned. There is a difference in the two years because Dream Makers Ball is in May instead of April. Importantly, from a liquidity standpoint, at the end of February there is roughly [REDACTED] in cash. At this time last year, there was about [REDACTED] in cash. This is a reflection of a lot of hard work.

Mr. Anderson motioned to approve the Year to Date February Financials; Mr. Schnieders seconded the motion. The motion was approved unanimously.

Marketing Committee

Jackson Architectural Metals donated and designed a new wish wall for our office. TRC has also been approved for a \$2,000 grant through Home Depot and will be receiving a new credenza installed underneath the wish wall.

Get Rainbow Connected

ED Miller has decided to go through with the Get Rainbow Connected Campaign through Entercom. Ads will play for two weeks in both April and May. [REDACTED] interviewed two wish kids and will be asking for both individual and corporate donations. They are helping design content for the website. The return on investment should be at the very least the money back if even more in donations. Mr. Mocer recommended that ED Miller be interviewed on air because does a great job telling the story. [REDACTED] are emceeing Dream Makers Ball too.

Alumni Letter

Mrs. Todt is starting a wish alumni group. The first step is mailing this letter and proactively maintaining records of wish family information.

Carriage House

ED Miller shared the blue print for the [REDACTED]. There would be an additional cement pad to park company cars and exit out the alley. There would be a Board room and storage space. ED Miller is

looking for Board's approval to take the plan to the City of Rochester. Mr. Mocerri recommended moving slowly, getting all the costs up front and being aware of contingencies. It would be beneficial to have the City Manager behind the project before it goes to City Council.

Salary Structure

ED Miller created a more structured salary grade system. Currently, there is nothing that exists like this and there has not been structure to the system. There are currently four staff that are at a [REDACTED] out of these 4 would move to the "developing" grade and the fourth would be at the minimum grade. Currently, their per hour salary is quite low. ED Miller would like to put this into place in July of this year.

Beginning in January 2020, ED Miller would like to make the [REDACTED] salaries more similar too. They are currently all over the map. The total to increase the Coordinator's salaries would total [REDACTED]. This has been approved by the Executive Committee. The Wish Director's salary is currently much higher than other Directors' but there is no documentation about the reasoning. Treasurer Flynn said it is on par with industry standards and provides something for staff to work towards that is measurable and tangible. Mr. Mocerri said at first he was hesitant but seeing that it would only be a [REDACTED] increase in the budget, he will approve. It would actually be [REDACTED] because it is not starting until July.

Mr. Mocerri asked if it would keep increasing each year, thus increasing the budget every year. ED Miller said that there is a maximum level to reach. Mr. Schnieders said it is important that the structure will be more transparent so staff can know what they are working towards. He appreciated ED Miller's due diligence in researching and creating this structure.

Potential New Event

Detroit Uncorked is a benefit that has been offered to TRC. Previously, it benefited [REDACTED] and was held at their warehouse. It became too much work for [REDACTED] to utilize their warehouse and Detroit Uncorked wanted a different venue. The event raised around [REDACTED] each year. TRC would need to find a venue and provide volunteers. Detroit Uncorked has attendees who attend regularly. It is [REDACTED] a ticket and in the past, there have been 500 attendees.

President Giacalone is sensitive to the amount of work it would require for staff but as long as it is just providing volunteers it sounds great. ED Miller is looking for a venue right now and will keep Board updated.

On Front Lines of Cancer

Keith Famie, past TRC board member, has filmed a movie on the impact of cancer. He has filmed Mrs. Todt and ED Miller at the TRC office. In order to be featured in the movie, TRC needs a [REDACTED] sponsorship. The film will be an hour on PBS. ED Miller would like a new business to be the sponsor and not utilize a current donor.

[REDACTED] Study – Dr. Michelle Byrd

[REDACTED] is going to do a study on the effects of a wish on a child's treatment. They originally approached Make a Wish but due to a flawed study they are no longer participating in research studies. TRC decides whether or not their name is included in the study once the research has been completed. The study will only look at cancer patients. Mr. Anderson asked if there will be implied

pressure for wish families to participate in order to receive their wish. ED Miller said that no, the wish will have been booked already. They will be asked questions a few months before their wish, right before the wish and after the wish. Dr. Chu said that he would like to see their hypothesis but does not believe there will be conclusive results. ED Miller believes that there may be data on how TRC can focus our services differently.

Mr. Anderson has concerns because there is so much going on in these families' lives already, he is worried about adding an additional impact. Dr. Chu said that as someone in the medical profession, knowing when to refer the child for a wish is the difficult part because there is no standardized procedure. He thinks about when is the best time for their treatment. The study might help understand the process of when the wish topic is introduced. Dr. Chu does not have hesitation but does not necessarily think results will be yielded. If medical professionals were included it would be more of a 365 degree of the wish. Secretary Anderson suggested that TRC reviews the questions beforehand. ED Miller hopes to find out if the anticipation and excitement of the wish is affecting the family. Mr. Anderson is not comfortable with the idea. As the primary wish granting organization in Michigan, even if TRC is not listed explicitly, people can infer that it is TRC.

TRC is asked frequently what the benefits of a wish are and this study would help explain this. ED Miller said that as a wish dad, he does not seem this as threatening. Mr. Jackson thinks that as a family going through the process, you want to help other families that will go through the process in the future. However, people are at different stages in their process and may not be in the right frame of mind to respond to the questions. As a wish family, if it helps the wish department and hospitals, he believes that it is worth it. It is completely voluntary. Mr. Anderson asked Mr. Jackson if there was a time in the process where he would not want to be bothered with a study. Mr. Jackson said that when families are faced with adversity they want to help other families. If families are not in the right place to answer the questions then they won't participate. Mr. Mocerri would like some clarification on some of the questions asked. Dr. Chu said that a family will be able to stop participating in the study at any time.

Mr. Mocerri made a motion to move forward with the study; President Giacalone seconded the motion but would like additional information on the questions of the study. ED Miller will provide more detail at the next meeting. Vice President Neuman said the point of the study is to get information from the families throughout the entire wish process. It is a minimum two year study but will continue until they have enough data. The board would like clarification on how the families are targeted versus the focus group that is being surveyed. Mr. Mocerri called a question. President Giacalone said the original motion was put on the table to accept with questions answered. Mr. Mocerri amended his motion and said that an e-mail vote should be recorded once the questions have been answered.

Mr. Mocerri withdrew his amendment. ED Miller called a question. Mr. Mocerri motioned to approve proceeding with the [REDACTED] study; President Giacalone seconded his motion. The motion was passed with 11 in favor and 1 against.

Mr. Mocerri said that because the wish families on the Board agree with the study, he will give his support. It will take families time to come to their own terms with the process. Mr. Flynn said that he trusts Mrs. Todt with the process and helping determine the questions.

Capital Campaign

ED Miller would like to put together a plan for a capital campaign to endow wishes going forward. The five year goal is [REDACTED]. This would be enough for 150 wishes per year. The endowment money is not currently being used. ED Miller would like to develop a more formal campaign with ways to honor our donors. There would need to be a committee for the campaign planning. Vice President Neuman asked if there are enough people with connections to reach new donors.

It will be more of a grassroots campaign. TRC cannot continue on its fundraising dollars alone because they will run out and are happenstance. There is a significant difference in the amount of donations that come from Oakland County versus Macomb and Wayne County.

Mr. Mocerri said that Leader Dogs used corporate sponsors to fund their endowment. ED Miller met with Melissa Weisz of Leader Dogs and she is a great resource going forward but endowing the wishes is not going to happen overnight. This would build a solid foundation for the future. Disney does not endow Make a Wish. Treasurer Flynn and Mr. Anderson agree that TRC's funding needs diversification. The campaign seems aggressive but the same donors are being relied on. Mrs. Hunt agrees that it is a great idea but the plan for how it will be successful is important. ED Miller will layout a proposal for the Board of Directors. It is important for Board Members to help TRC with connections, cold calls are not successful because there has to be some sort of connection.

TRC Previous Board Members

Mrs. Martines has compiled a list of previous Board Members and their years of service. It is the 40th Annual Dobson and we would like to invite them to celebrate. If anyone has addresses of these members please let Mrs. Martines know.

Currently, Dream Makers Ball has raised [REDACTED] in sponsorships. Mr. Schnieders purchased two Hamilton tickets for a wish child's New York City wish. Is there a Board Member that would be willing to purchase the other two for their family? Mrs. Hunt offered to buy the other two Hamilton tickets. Mr. Mocerri asked what sports and actors are the most requested wishes. He wonders if there could be a connection with ESPN or Disney to appeal for the endowment.

The meeting adjourned at 6:50pm.