

Children's Hospital Foundation
Minutes- Board of Directors Meeting
Children's Hospital Conference Room A2
1200 Children's Avenue Oklahoma City, OK 73104
4:00 PM September 13, 2018

ATTENDEES: Anthony "Chip" Keating, Brooks Altshuler, Kim Anderson, Dr. Amanda Bogie, Dan Boren, David Elder, Christy Everest, Amy Foskin, Dr. Morris Gessouroun, Jon Hayes, John Kennedy, Joe Lewallen, Travis Mason, Kathy McCracken, Stacy McDaniel, Chris Meyers, Caleb Morgret, Jason Nelson, Drew Neville, Ross Plourde, Susan Porter, Michael Shelley, Amy Spring, Jeff Starling, Al Warren.

Guests: Gene Hopper

Staff: Jennifer Beckett, Linzy Hall, Danielle Hohlier, Jeremiah Lane, Ann Waller, Becky Wilson

Call to Order, Approve Minutes – Chip Keating

Board President Chip Keating, called the meeting to order. Mr. Keating introduced Drew Neville as a reappointed member of the board. Mr. Neville spoke about his excitement to be active on the board again, explaining his role to generate a dialogue about who Children's Hospital Foundation is and who they intend to become, both as a Foundation and in a relationship with the Hospital. Meetings with Mr. Neville will be set to discuss the future of CHF. Liz Young, along with the staff and Board members presented Kathy McCracken with a citation thanking her for 20 years at Children's Hospital Foundation. Minutes of the February 8, 2018 board meeting were presented for approval. Dan Boren moved that the minutes be approved as written, Joe Lewallen seconded the motion. Minutes were approved as written.

National Advisory Board Update –Chip Keating, Joe Lewallen

Chip Keating spoke about the purpose of bringing in the National Advisory Board to Oklahoma City at this time of pivotal crossroads. The intent is for the NAB to provide recommendations regarding direction and insight concerning a future relationship with OUMI, filling endowed chairs, recruiting nationally renowned doctors, and directing undesignated gifts. Mr. Keating encouraged participation from the Board of Directors, reminding them that this meeting only happens every 4-5 years and is vitally important to who CHF is. Joe Lewallen followed Mr. Keating's comments explaining that it is healthy to have outside advice. The Advisory Board serves a lot of functions, and is made up of doctors from multiple Departments of Pediatrics who are collaborative in their field and want to help one another.

Finance Report, Submit Audit – Kathy McCracken

A page of the Financial Report, which listed total contributions to programs, as well as current market value of Chairs was distributed to the Board. The balance sheet was reviewed in some detail. Ms. McCracken briefly explained the investment of unrestricted endowed dollars invested at the OU Foundation, noting the John Mulvihill lectureship fund and Schaaf Family fund. The hope is to increase these deposits to be used in matching funds for campaigns. Multiple funds are listed in the materials to provide information explaining the various funds operating at CHF. Specific programs mentioned include Adolescent Medicine, as well as Dr. Welliver's account for future programs. Profit and Loss sheet featuring the budget; year to date expenditures and income was briefly reviewed by Ms. McCracken. A transaction summary for Adolescent Medicine was included as requested by board members. The budget for the Department of Pediatrics is included. An additional topic of discussion was the request made by Children's Miracle Network for more transparency regarding the use and spending of dollars raised by CMN sponsors. Jeremiah Lane explained that the Audit could be found on the website, though it was not included in today's materials.

Development, CMN and Special Events Report – David Elder, Chay Kramer

David Elder pointed out gifts received for both Adolescent Medicine and non-Adolescent Medicine campaigns. Mr. Elder mentioned a recent gift of \$250,000 from the EL and Thelma Gaylord Foundation as well as almost \$2million out in 'asks' that are currently out. There was a specific request made for suggestions of people or organizations with the capacity to give to the Adolescent Medicine program in the \$250,000 range. The board was reminded to send names to Ann to add to the list of recipients of Annual Fund Letter to promote giving. Mr. Elder spoke about the Board's commitment to attend events, specifically Starlight Ball. As an encouragement to the Board to attend, Mr. Elder suggested that this is a good time for people who do not know about CHF to learn the mission of the organization. Jennifer Beckett gave a report regarding the sponsorship dollars already raised for Starlight Ball. Additionally discussed was the opportunity to attend Street of Dreams, which will benefit CHF, another event briefly noted was Toy Drive will be December 12. Chay Kramer began talking about national partner campaigns featuring Loves, where Oklahoma is leading the pack, and WalMart/Sam's Club whose campaign is up 57% from the past year. Smaller campaigns; Extra Life, GameStop are also doing well. These partners have hosted multiple events with more ahead. Dance Marathons are continuing strong with participation and goals for fundraising. Kids Care and Bear in the Chair are continuing to grow. iBoard and Teen Board are hosting events and gaining new participants. Jeremiah Lane began a review of Communications activity and productivity. Featured in his review was the partnership with KFOR tv. Separately mentioned were two email campaigns which performed 248% and 224% respectively over the industry standard which indicated strong interest from our donors. Kids with Courage was a KFOR weekly focus on kids at the Jimmy Everest Center in both 2016 and 2017. Mr. Lane hi-lighted ROI at about \$10 to \$1 with KFOR's partnership and in-kind gifts. Kathy McCracken announced that Marisa Records had met with Teresa Green, the CHF media consultant, and had made a gift of \$15,000 to be used toward advertising and media and encouraged other board members to boost their giving in support of advertising and media budget. A Dear Diagnosis video was shown as a demonstration of the use of advertising and media dollars. Following the video, Mr. Lane announced the success of Dear Diagnosis on social media, saying that with the first four videos, there were more than 40,000 views. For perspective, previously, the most viewed video was at only 1,000 lifetime views in 2013. These videos are increasing donation dollars on social media as well as through the website. In order to sustain the buzz, Mr. Lane and Ms. Green will continue the Dear Diagnosis Campaign over a 12 month series and will create another 8 videos.

Strategic Planning Report – Gene Hopper

Gene Hopper reviewed goals of the Strategic Plan and the progress through the Play Book. Ms. Hopper spoke specifically to goals and strategies for revenue as well as engagement with the Health Center throughout the time of transition. Additional focuses include Board Engagement and re-casting of the Board of Advocates. A summary of goals versus results of events including Dancing for a Miracle. The results were below the average of past years, and Kathy McCracken spoke to the reasons for the lower numbers including fewer dancers, staff change, committee engagement and live auction items. Program goals were discussed briefly, with revenue already coming in and numbers of programs are growing. National partnerships are doing well, and the goal to add local sponsors has already been met, expecting to be exceeded. Annual fund is currently at 30% of the goal, but the bulk of those dollars are received in December and the goal expected to be reached. Ms. Hopper encouraged Board engagement at events as well as with names for the Annual Fund letter. David Elder expanded the request to add names to the list of recipients of the Annual Fund letter. Additionally, Ms. McCracken requested that Board Members host smaller, more intimate dinners with one of the doctors and introduce them to the work of CHF.

Public Affairs Report – Kevin Knutson, Jason Nelson

Jason Nelson reported that asking the Legislature to match funds for Endowed Chairs has been a non-starter historically. Mr. Nelson is hopeful that in the future, there is a better way to make the ask to yield better results with transparency and detail in order to find funding in the next few years.

Governance and Nominating Report – Joe Lewallen

Joe Lewallen began his report by expressing his excitement to have Drew Neville on the Board. Mr. Lewallen added that Dan Boren will be leaving the Board of Directors and co-chairing the Board of Advocates alongside Sharyl Pickens. Kathy McCracken invited the Board to attend the meeting of the Board of Advocates on October 11. Mr. Lewallen requested that if any members of the Board knew of potential Board members to send names to him. Mr. Lewallen announced that Chip Keating would continue as President of the Board through the end of the year, but would be replaced in January.

Scientific Director Report- Morris Gessouroun

Dr. Mo Gessouroun focused on the importance of the National Advisory Board, mentioning that he would like to add a few members to the Board to broaden the perspective of the group. Dr. Gessouroun showed what he hopes to be the cover art on the Journal of the Oklahoma State Medical Association featuring work in the Department of Pediatrics, authored by members of the department. Several of the doctors were mentioned as Dr. Gessouroun explained the articles included in the Journal. The Department of Pediatrics has hired an Economist to work with Dr. Wagener's team. Dr. David Bard, a key member of the Research Department providing core data for the Department of Pediatrics had been heavily recruited by other hospitals. With the help of UHAT funding and Health Sciences Center and Department of Pediatrics, Dr. Bard committed to stay at OUHSC. Dr. Gessouroun reported that candidates were being interviewed for positions which have been vacant, and he is hopeful to fill some of those vacancies soon. Dr. Gessouroun spoke about hopes to build and create an Oklahoma Children's Brain Institute.

Hospital Update – Jon Hayes

John Hayes spoke about new staff at the Hospital. Additionally, Mr. Hayes mentioned work to create development of policy and safety protocol in the future. Financials for each area are where they need to be as the hospital experiences change and adjusts to new structure. PICU project will be finished around June of 2019, according to Mr. Hayes. Chip Keating mentioned that there are a lot of questions about the future, but expressed that discussions are positive about future relationships continuing to grow.

Adjourn - Chip Keating:

A motion to adjourn by Joe Lewallen, Seconded by Chris Meyers. Motion carried.
No other business was brought before the Board and the meeting adjourned at 5:57p.m.
Respectfully submitted:

Kathy McCracken, Executive Director