

Minutes
Quarterly Meeting of the Board of Directors
Ronald McDonald House Charities of Greater Washington, D.C., Inc
Monday, February 11, 2019
Northern Virginia House

Present: Brad Cole, Samira Cook Gaines, Isaac Green, Kris Grumiaux, Beth Hogan, Barbara Johnson, Scott Marschall, David Nelson, Martha Parra, Meera Pillai, David Schneider, Loren Schwartz, Kari Swenson, Karen Torres, Neva Van Valkenburg, Sarah Wagner

Present by Telephone: Louie Atangan, Julie Jones, Greg Kassing, Mike Rowen, Anna Shaw

Excused via Email-Waived: Bryan Cleghorn, Peter Nguyen, Joe Terpenning,

Absent: N/A

Staff: Stephanie Collins, Dustin Davis, Bonni Gregory, Julie Lowe, Kris Ritter, Rachel Taninecz, Sarah Quillen

Welcome and Call to Order

Brad Cole called the meeting to order at 11:00 A.M., confirming everyone that called in for the meeting.

Family Guest Speaker

Travis Edwards from Fredericksburg, VA addressed the Board in a question answer format and handed out photos of his daughter.

Report from Brad Cole

Brad reviewed the meeting agenda.

Approval of Meeting Minutes from November 12, 2018

Sarah Wagner made the motion to approve the minutes; seconded by Isaac Green, and the motion carried.

Report from the Treasurer

Scott Marschall reported on RMHCDC's 2019 budget, which had been approved by the Finance Committee. The Committee feels confident in the 2019 budget with the projected increase in donations, since there is only a slight budget increase from last year. Karen Torres mentioned we have until end of 2019 to spend or move unrestricted operating funds in the portfolio to Board-restricted in the capital expansion fund.

Scott also talked about the meeting the Committee had with Davenport about fund performance in 2018 and looking ahead. The Committee decided to leave the Investment Policy as is until further decisions are made about the House expansions.

Approval of 2019 Budget Ratification

Brad Cole made the motion to approve; seconded by Sarah Wagner, and the motion carried.

Programs & Operations Committee Report

Sarah Wagner thanked RMHCDC staff: Dustin, Lesley, Doug and Beverly for "crushing" the 90% occupancy and 90% guest satisfaction ratings in both Houses. Additionally, both Houses are operating within the maintenance budget. Sarah mentioned Karen Judson left RMHCDC, Dustin was promoted to VP, Programs & Operations and Tyrell Holcomb's start date is 2/12/19 as our new Family Room Program Manager. Dustin noted some of the DC House maintenance issues, such as plumbing, efficiency and backup systems, will be addressed in the upcoming remodel.

Governance Committee Report

Loren Schwartz reported about the need to raise Board Give or Get requirements that was part of the Orr Group recommendations presented at the November 2018 meeting. The Committee decided on a measured increase, recommending \$2,500 for this year, \$3,500 in 2020 and \$5,000 in 2021. Brad emphasized that this is to energize the Board into a more fundraising mind set, although initially it will not make a major impact to the charity. The Development team will work on providing the Board with new fundraising tools. Karen Torres stated pro bono work

garnered by board members will go towards their Give or Get requirement. For example, the DC Land Sell attorney fees donated were attributed to David Schneider, which reflected on his Board requirements. Other topics discussed: Board members should review their contact lists for potential new members, and McDonald's Owner/Operators getting exact dollar amount credit from their restaurant donations.

Approval of Board Give or Get Policy

Neva Van Valkenburg made the motion to approve, seconded by Martha Parra, and the motion carried.

Development Committee Report

Brad Cole noted that he had asked the Development Committee about RMHCDC needs/goals and providing tools to help meet them. In discussing Give or Get amounts, some members go above and beyond while others fall short. The Committee decided it would be helpful to send monthly Give or Get status updates to board members, to help keep them on track. Brad mentioned his company is providing pro bono work on a story-telling video and an application for house services. Additional topics discussed: Circle of Influence worksheet, use of Julie's monthly emails, 5k Teen Ambassador program, introduction of Stephanie Collins, 5k fundraising pages, this year's changes to the 5k event, Give or Get 20% stretch factor, and the WeWork move creating new business opportunities within the Tysons Corner community.

Strategic Discussion

Karen Torres stated that the staff will be working on a new 2-3-year development plan/vision. It will be presented to the Board in May so an ad hoc committee can be established to add to the plan. Torres also discussed the contractor, Lucia McKelvey's work with HKS Architects, Davis construction, and Innovative Designs. Their involvement has helped with covering remodeling costs; however, construction material costs are still being addressed. The NoVA House remodel is projected to add 8-10 rooms on the current footprint. The DC House remodel is projected to rework flow of first and second floors only, adding 2-3 rooms. By the end of 2019, a Capital Campaign committee and fund will be initiated to truly address the DC and NoVA House occupancy needs. Karen highly recommends hiring an organization such as Orr Group for this endeavor.

Karen and Dustin visited the RMHC Stafford House, which provided them with some great ideas we could adopt. Current programs and new ideas needing attention include family resources, volunteer services, comfort programs, meal coordination, Giant partnership, movie nights, kids STEM activities and personal services for guests. Getting major donors to sponsor specific programs would be very beneficial in supporting these changes. Additional RMHCDC staff is greatly needed to accomplish the new 3-year vision. Priority would go to Volunteer Coordinators, a Major Gifts Officer, and Family Services Coordinators. Budget considerations will be assessed for wages and benefits in accordance with local economy.

Thanks to Lucia's efforts, our current two-year WeWork contract provides free office space the first year and a 50% discount the second year. RMHCDC is the very first nonprofit to receive such a donation from WeWork. We are also excited about prospective PR campaigns with the company. Additional topics discussed: DC residential zoning, MD property options, monastery land, Children's Hospital properties, corporate housing in apartment buildings, Washington Adventist Hospital buildings, property within "opportunity zones," and Board recruitment.

New Business

none

Adjournment

The meeting was adjourned at 12:34 P.M.