

Quarterly Meeting of the Board of Directors  
Ronald McDonald House Charities of Greater Washington, D.C., Inc.  
Monday, February 12, 2018  
VA Ronald McDonald House

Minutes

Present: Atangan, Cole, Gaines, Green, Johnson, Jones, Kline, Marschall, Nelson, Pillai, Schneider, Shaw, Swenson, Torres, Wagner

Present by Telephone: Chatman, Parra, Schwartz

Excused/Waived: Everett, Hodson

Absent: Grumiaux, Rowen

Staff: Davis, Judson, Lowe, Meyer, Mooney, Ritter, Taninecz

**Welcome and Call to Order**

Chair Julie Jones called the meeting to order at 11:05 A.M. Jones encouraged members to participate in the upcoming Red Shoe 5K Run & Walk by registering or starting a team. Jones also informed the Board of the Board Immersion program explaining the benefits of the training. Members should inform Karen Torres of any interest in attending the training as soon as possible.

Jones reviewed some key points that she found of note while looking over the meeting pre-read. Occupancy trends looked good, but it would be helpful to also include benchmarks for occupancy according to the strategic plan.

Torres informed the Board of RMHCDC's new contract with Maroon PR and their role in helping to expand the visibility of the charity. Torres also mentioned that there had been staffing changes. Julie Lowe further explained the staffing changes including Rachel Taninecz's promotion from Senior Marketing Communications Manager to Assistant Director of Marketing & Communications and Victoria Meyer's transition from Administrative Assistant to Database Marketing Coordinator. Kris Ritter announced that she had made an offer to someone for the Admin position and hoped the candidate would start soon.

**Family Guest Speaker**

Guest family members Dan and Betty Hutchinson spoke to the Board about their experience staying at the VA RM House. The Hutchinson's live in Gainesville, VA; prior to staying at the VA House they were only able to see their son 2-3 hours per day. Betty explained the toll it was taking on the family traveling to and from the hospital every day. The Hutchinson's expressed their gratitude for being able to stay in the House and how their experience has been significantly less stressful since they checked in.

**Approval of Minutes from November 13, 2017**

Sarah Wagner made the motion to accept the meeting minutes from the November 13, 2017, meeting. The motion was seconded by Brad Cole, and the motion carried.

**Report from the Treasurer**

Scott Marschall reported on the Finance Committee's meeting to review the 2017 financials and the 2018 budget. During 2017 RMHCDC had solid performance, greatly due to a 15% increase in investment revenue. The committee also discussed the budgeted 2018 investment drawdown rate and recognized that it was much lower compared to 2017. There were no other major changes to income or expenses in

the 2018 budget. After reviewing the budget line by line, the committee felt comfortable with the 2018 budget as presented to the Board.

Jones made a motion to ratify the 2018 budget as presented by the Finance Committee. The motion was seconded by David Schneider, and the motion carried.

### **Programs & Operations Committee Report**

Dustin Davis reported that occupancy for the House is on an upward trend, in part due to an increase in communication with hospital partners. An offer has been made to purchase a portion of land on the DC House property. Holland & Knight will be assisting in the potential sale of land, pro bono. The VA House needs several new heating units for the guest rooms. Initial estimates to replace the units are approximately \$21,000.

Karen Judson informed the Board of staffing changes at the CNMC Family Room including a new Relief Manager position. The 8<sup>th</sup> floor Inova Family Room is doing well and the new Family Room on the 10<sup>th</sup> floor is being furnished and due to open by the end of February. A grand opening event for the new Family Room will be held in March. There is a new Medical Director of Pediatrics at MedStar Georgetown Hospital. All members are encouraged to meet the new Medical Director and take a tour of the Care Mobile.

### **Governance Committee Report**

Loren Schwartz explained to the Board the proposed amendment to the bylaws. After reviewing the bylaws, the Governance Committee noticed a conflict between the law governing term limits and the law outlining the transition of the position from Vice Chair to Chair. The proposed change would allow for an extension of term limits so that the Vice Chair may fulfill their duties of becoming Chair during the next term. The Governance Committee carefully reviewed the language of the amendment and is confident in presenting it to the Board as it stands. Isaac Green made a motion to approve the bylaw amendment as presented. The motion was seconded by Alex Kline, and the motion carried.

Schwartz continued stating the Governance Committee has decided to conduct a self-assessment. The committee feels this will support the Board's strategic goals for compliance and ratings and it will also be a great educational opportunity for new Board members. The entire process is expected to take approximately a year; the first step should be completed during the first quarter of 2018. The committee plans to first educate themselves on all RMHCDC bylaws and governance best practices. A self-assessment checklist will then be created, followed by an evaluation. Lastly, the committee will present its findings on strengths and areas for improvement to the Board.

Schwartz also mentioned that the process for recruiting new members will begin soon. If members would like to refer potential candidates contact Schwartz or Torres.

### **Development Committee Report**

Brad Cole reviewed the different 2017 fundraising revenue streams and stated that moving forward the committee will be reporting on progress year to date. Cole would like for Board members to work more

closely with staff to acquire major donors, stating that the vast network Board members bring to the charity is a large part of their value.

Cole reminded the Board that the Red Shoe 5K fundraising and registration pages are live. Tim Mooney reviewed the upcoming Brazen Pillars and Celebrity Chef third party events.

### **Strategic Discussion**

Jones opened the floor to Board members to discuss how the Board can become more involved in fundraising, expanding awareness and better support staff. Torres asked members in what ways they are interested in being involved.

Ideas to increase Board member involvement included:

- Coordinating with friends and children to make Grab and Go bags for families
- Bring family to the houses to volunteer
- Take advantage of new companies moving into the area with Corporate Social Responsibility policies
- Volunteer at Family Rooms
- Work with smaller companies, that are unable to become Caring Partners, to sponsor the Hospitality À La Carte in partner hospitals
- Leverage relationships with companies and networks to raise Wish List Items
- Coordinate networking events where proceeds from tickets sold benefit RMHCDC

At the end of the discussion Jones requested staff put together an extensive list of Wish List items to distribute to Board members.

**The Board held a closed session.**

### **Adjournment**

With no further business, the meeting was adjourned at 12:25 P. M.