

Minutes
Quarterly Meeting of the Board of Directors
Ronald McDonald House Charities of Greater Washington, D.C., Inc
Monday, September 17, 2018
Northern Virginia Ronald McDonald House

Present: Louie Atangan, Chris Chatman, Samira Cook Gaines, Jason Everett, Erin Hodson, Barbara Johnson, Julie Jones, Scott Marschall, Meera Pillai, David Schneider, Karen Torres, Sarah Wagner
Present by Telephone: Brad Cole, Kris Grumiaux, Martha Parra, Mike Rowen, Loren Schwartz, Kari Swenson

Excused via Email-Waived: Isaac Green, Anna Shaw

Absent: Alex Kline, David Nelson

Staff: Dustin Davis, Bonni Gregory, Karen Judson, Julie Lowe, Kris Ritter, Sarah Quillen

Welcome and Call to Order

Chair Julie Jones called the meeting to order at 11:04 A.M., confirming everyone that called in for the meeting. Torres introduced the new RMHCDC VP of Development and Marketing, Sarah Quillen.

Family Guest Speaker

Richard Dyas gave the board a heartfelt thank you for making the House a wonderful place to stay. He has been staying at NoVA House with his wife Candace for 26 days.

Approval of Meeting Minutes from May 21, 2018

Samira Cook Gaines made the motion to approve the minutes; they were seconded by Sarah Wagner, and the motion carried.

Report from the Chair

Julie Jones reminded the Board about the upcoming Orientation and Retreat on Friday October 12. The day's timeline was explained, and guest speaker was named, John Maroon.

Report from the Treasurer

Scott Marschall reported on the revision of the Gift Acceptance Policy, aligning it with our mission statement. RMHCDC's current financial revenue is slightly down making cash flow tight. The Finance Committee approved Karen Torres' request for an additional \$200k that is still within the policy guidelines; if it is not needed, the Committee will decide how to apply it back. Additional topics discussed: pricing proposals expected in by the end of October for NoVA House expansion; major donors and grant requests are in the works; and the active pursuit of collecting funds from Medicaid.

Approval of Ratification of Gift Acceptance Policy

Chris Chatman made the motion to approve, seconded by Sarah Wagner, and motion carried.

Audit Committee Report

Loren Schwartz reported on the Clifton Larson Allen audit results. The chapter received a clean audit with no material weaknesses. CLA proposed a corrected adjustment on the contribution related to the NoVA House land lease; the amount was insignificant after so many years, so the Committee declined the change. All documents are posted on the Board Portal.

Governance Committee Report

Loren Schwartz stated the Committee vetted six new board members, to be endorsed by the Board as one complete slate. Torres and Jones asked board members to mentor incoming members, which will be

as follows: Bryan Cleghorn – Julie Jones, Beth Hogan – Sarah Wagner, Greg Kassing – Meera Pillai, Peter Nguyen – Brad Cole, Joe Terpenning – Erin Hodson, Neva Van Valkenburg will not require a mentor.

Approval of Ratification of New Members

Erin Hodson made the motion to approve, seconded by Mike Rowen, and motion carried.

Programs & Operations Committee Report

Mike Rowen reported that occupancy in both Houses are good, slight flux from Hospital referrals, so reengaging is very important. The use of Uber for DC guests is working well, and the DC land sell is back on due to Dustin Davis resolving a past tax issue from 2010. Additional topics discussed: feasibility study due by the end of October; DC House insurance review recommended backup generator; Family Room upgrades; Family Room overnight care packages for parents; and community involvement for Care Mobiles along with their partnering with Health Justice Alliance.

Development Committee Report

Brad Cole reported the Committee is very excited to have Sarah Quillen on the team, looking forward to reviewing grant processes and RMHCDC messaging. Cole's company, Accenture Federal Services, will be providing pro bono messaging for RMHCDC. On September 27, Accenture's digital studio team will be at the DC House for a research visit. Additional topics discussed: new community engagement coordinator and charitable donations.

Strategic Discussion

A new video about the KMMC/RMCM was viewed by the board members. Julie Jones wanted the video played so members could reconnect with the services being provided. Jones challenged the members to think about the RMHCDC awareness in DC communities and what role they can play. Topics discussed: can members do more on their own personal social media outlets; RMHCDC monthly blitz to members with three quick news flashes they can push out; should more awareness include elementary age, college age and/or youth sports teams; how to increase House visits by corporate companies; House virtual tour video; use ideas from revitalized March of Dimes campaigns; reaching out to past guests as possible donors; Global's peer to peer fundraising campaigns; can board members use their personal network to assist with corporate prospects; focus on the number of children RMHCDC touches not listing the programs; adjusting Thank You & Appreciation scripts; donor advised funds; corporate website dropdowns; new consultant to focus on one-off project funding, Sarah Quillen to focus on operating expenses; and RMHCDC only sponsors one event a year (Red Shoe Run) all other events are 3rd party sponsored. Closing comments made about new member mentors, next board meeting on the observed Veterans Day, and November 20 Children's National Medical Center Thanksgiving dinner is the last day of service for 2018.

Adjournment

The meeting was adjourned at 12:47 P.M.