

Annual Meeting of the Board of Directors
Ronald McDonald House Charities of Greater Washington, D.C., Inc.
Monday, February 13, 2017
VA Ronald McDonald House

Minutes

Present: Cole, Hodson, Jones, Marschall, Nelson, Norris, Pilson, Rouchard, Torres, Woodford
Present by Telephone: Ferrick, Moyer, Schwartz
Excused/Waived: Chatman, Everett, Gibbons, Green, Johnson, Rowen, Wagner
Absent: Kline
Staff: Davis, Judson, Lowe, Meyer, Mooney, Phillips

Welcome and Call to Order

Vice Chair Julie Jones called the meeting to order at 11:01 A.M.

Approval of Minutes from November 14, 2016

The motion to accept the meeting minutes from the November 14, 2016 meeting was made by David Nelson. The motion was seconded by Brad Cole and the motion carried.

Report from the Treasurer

Patricia Ferrick reported on the unaudited 2016 year-end financials. RMHC DC maintains a strong overall financial position. Revenue goals were exceeded slightly but expenses were considerably higher than budgeted. Despite the higher drawdown from our investment portfolio that necessitated, investment gains almost kept pace.

Karen Torres reviewed revisions to the preliminary 2017 budget. This included an additional \$97,000 budgeted to revenue through increases in income from True Sense marketing, third party fundraisers, and workplace giving. Investment drawdown was decreased from 6% to 5.5% accordingly.

Rod Woodford made a motion to approve the 2017. The motion was seconded by Harry Pilson and the motion carried.

Programs & Operations Committee Report

Cole reported that an initial quote from Max Construction was received for the maintenance repairs needed at the DC House. Isaac Green referred Max Construction, the contractor who builds the McDonald's stores for the DC CoOp. Max quoted the scope of work at a total of \$110,000: this included \$4,500/room, additional costs for other repairs, and significant discounts. Dustin Davis stated that the quote was considerably higher than the Committee initially guesstimated. Three other construction companies will provide quotes prior to a final contract award assigned.

Torres reminded the Board to keep in mind that the costs for repairs might remain that high so that amount would be earmarked as Board designated funds to come out of the portfolio. Torres also informed the Board that, starting with the 2017 budget and continuing annually, necessary

refurbishments to both Houses will be regularly scheduled on a staggered basis to avoid this large of scope of work and expense at once.

Davis also spoke about the status of the Access Control project for the Houses. Three quotes were received and, based on efficiency, ease of use, and price, the Committee voted to contract with Protection 1 Security Solutions. The total costs for implementation of this new system will be \$200,000, which includes a 10% overage contingency, and sub-contracting services. The monthly monitoring cost was quoted at \$650, but Davis is going to look further into other options to lower that cost.

Cole moved to approve authorization to move ahead with the Access Control project. The motion was seconded by Mark Rouchard and the motion carried.

Karen Judson announced the resignation of the Inova Family Room Coordinator and that she is currently in the process of hiring a replacement. Judson also announced that both new Care Mobiles have been delivered and have the new RMHC branding.

Governance Committee Report

Pilson asked the Board to begin to recruit new members and give any recommendations to Torres or himself over the next 30 days. Pilson reviewed the vetting process to become a Board member and asked that the Board recruit highly qualified, committed candidates from diverse backgrounds. Industry backgrounds of greatest need are medical, construction/contracting, legal and Co-Op members. Pilson also reminded the Board that elections for officers of the Board need to be held at the September meeting. These positions include Vice Chair, Secretary, Treasurer, and Member at Large. Julie Jones, as Vice Chair, will move into the Chair position, as per our bylaws. Officers hold the position for two years. Interested members should email Pilson.

Pilson also suggested the completion of a Governance audit and said he received an initial estimate of \$10,000-\$15,000 from Venable LLP. Jones requested that we receive a scope of work from Venable to better understand what the Governance audit would entail prior to a Board vote.

Development Committee Report

Rouchard reported a 2% revenue increase for development in 2016 over 2015 due to increases in planned giving and TrueSense revenues; however other revenue streams, such as grants, were under budget. In 2017 the new donor management system, Neon, is expected to allow staff to better track grant progress and analytics. Rouchard introduced M.K. Phillips and explained her role as Business Development Officer in generating more corporate donations and focusing on the Caring Partners program.

Rouchard reported on the current statistics of the 2017 Red Shoe Run and asked that all Board members participate. Torres reminded the Board that the Red Shoe Run counts as a day of service.

Technology Committee Report

Woodford announced that Neon is now fully implemented and all full-time staff have been trained. The conversion of House Operations staff to the new guest management system is going well. Staff is also currently working on updating the website to be ADA compliant.

Strategic Planning Committee Report

Jones reported that a 3rd draft of the strategic plan was completed. The Committee asked staff to benchmark the 2016 metrics against the proposed new metrics to ensure their feasibility. The final draft will be presented at the May meeting for Board approval.

Report from the Executive Director

Torres reviewed 2016 Key Metrics with the Board, which included highlights of income metrics, number of children served by existing and new programs, approval ratings for both Houses and Family Rooms, participation in community and corporate awareness events and various social and conventional media channels. Torres announced her participation in Global's Global Advisory Council for 2017, and informed the Board about the new RMHC Board Immersion certificate program. The first program will be held in Washington DC in March. Torres asked interested members to contact her.

Adjournment

With no further business, the meeting was adjourned at 12:19 P. M.