

Quarterly Meeting of the Board of Directors  
Ronald McDonald House Charities of Greater Washington, D.C., Inc.  
Monday, May 22, 2017  
DC Ronald McDonald House

Minutes

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

**Welcome and Call to Order**

Chair Chris Chatman called the meeting to order at 11:02 A.M. Chatman applauded staff and all of those involved in the 2017 Red Shoe Run and commented on positive sponsor feedback.

**Report from the Chair**

Chatman announced that, at the request of the corporate office of Ernst & Young, Mark Rouchard has resigned from the Board due to a potential conflict of interest between Ernst & Young, McDonald's Corporation and RMHCDC. Moving forward, time will be reserved during Board meetings to focus on RMHCDC's strategic plan using coordinated and facilitated discussions. The Executive Committee will include information in the pre-reads on the strategic topics that will be discussed to allow members to prepare.

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

Isaac Green made the motion to accept the meeting minutes from the February 13, 2017 meeting. The motion was seconded by Julie Jones, and the motion carried.

**Report from the Treasurer**

Patricia Ferrick reported on RMHCDC's first quarter financials. Q1 revenues were slightly below budget due to timing; but Ferrick noted that revenue year-to-date is above the budgeted amount. The Finance Committee discussed RMHCDC's investment portfolio with Davenport and the need to potentially adjust the investment strategy. There is currently \$12.9 million in Davenport investments. The committee will be discussing updates to the investment strategy at the next Board meeting.

**Governance Committee Report**

Pilson asked that any potential Board member candidates be submitted now. Karen Torres is currently in the process of meeting with candidates and has met with/or scheduled to meet with ten candidates to-date. Torres reviewed the process to becoming a Board member. There will be three members rolling off this fall; the ideal number of Board members is in the mid 20's. Pilson continued stating that construction, medical and McDonald's Owner/Operators are the industries the Board has the greatest need. Julie Jones added that, regardless of skill set, commitment to RMHCDC and assets that can be leveraged to expand the mission are most important.

Torres presented an amendment to the by-Laws for a vote. After some discussion, Chatman decided to hold the amendment for further discussion in the Governance committee. The amendment will be presented for a full Board vote as the first item at the September Board Meeting.

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

Rowen updated the Board on the status of the DC House renovations: 80% of the work has been completed, and it is approximately \$100,000 under the original projections. Additional refurbishing was added to the project, but in-kind donations have helped keep costs down. The access control project is 90-95% complete in the Houses. The McDonald's Regional Co-Op voted to fund the project using restricted funds previously given to RMHCDC and to replace all funds removed from the restricted account.

Occupancy rates remain high in the VA House and slow in the DC House, with a rate of 67%. Dustin Davis stated he believes the decrease in occupancy within the DC House is due to a drop in the number of referrals received from CNMC and has been in touch with hospital staff to better understand reasons behind the decrease. Kline noted that there has been a decrease nationwide in babies born prematurely which could lend to the decrease in occupancy. Torres added that staff are re-evaluating the algorithm used to determine family eligibility requirements and will make adjustments accordingly, to better serve more families.

Rowen announced the start of the new Inova Family Room Coordinator and the resignation of the CNMC Family Room Coordinator. Rowen added that the CNMC Evening Coordinator would replace the Room Coordinator and two additional staff members will be hired to assist with training and room coverage. The Inova Hematology/Oncology Family Room is set to open this summer; we are currently waiting on the license from RMHC Global.

The FITNESS Mobile is operational and is currently focusing on reaching communities and finding partner schools. The Care Mobile is running well and seeing patients regularly. Matt Levy has resigned from Med Star, there is a transition team in place while Med Star is in the process of recruiting a replacement.

### **Development Committee Report**

Jason Everett reviewed the Grants and Prospects reports explaining the reports will be used to give the Board an idea of ongoing development status in grants and corporate donations. Everett added that the report can be used to identify Board member relationships with potential donors and encouraged the Board to reach out to Tim Mooney if they have a connection to a donor on the report.

Everett announced the Co-Ops reinstatement of \$55,000-\$60,000 in annual support to RMHCDC. The Development committee will work with Green to continue building the relationship with the Co-Op.

Everett thanked all those who participated in the 2017 Red Shoe Run and announced there will be a sponsor reception held on June 7<sup>th</sup>. Everett reported the preliminary numbers for the 5K as 604 participants, 42 volunteers, \$15K in registrations, \$50K in sponsorships, \$20K in fundraising, and \$12K in expenses for an approximate gross of \$95K and an approximate net of \$83K. Mooney added that after discussions with the Welburn family, they have agreed to donate the difference between the gross revenue and \$100K.

### **Strategic Planning Committee Report**

Chatman gave an overview of the strategic plan and its six main components. The strategic plan will be reviewed periodically, changes will be made as necessary, and the plan reviewed with the Board every six months. The Executive Committee will review the SWOT analysis and use it as a basis for strategic discussions at Board meetings.

Green suggested changing the metric for Board member compliance, or methods of ensuring compliance, so that it is more realistic to achieve.

### **Family Guest Speaker**

Cari Dickson spoke to the Board about her experience in the DC House, thanking the Board for making the House possible. Dickson explained that her daughter started having minor medical issues which progressed into several chronic illnesses. The DC House has made it possible for Dickson's daughter to receive therapies not available near their home while still being able to see her doctor. Prior to staying at the House her daughter experienced 2 ½ years without treatment due to a lack of access. Dickson also went on to explain that since her daughter is confined to a wheelchair, the shuttle service is very helpful. Dickson stated that the slogan "The House that Love Built" is true because love is all her family encounters at the House.

### **Strategic Discussion**

The Board reviewed the strengths and weaknesses portion of the SWOT Analysis and briefly discussed a few key points. RMHCDC's financial base was identified as both a strength and weakness. Per RMHC Global guidelines, chapters should have a maximum of 3 years of operating expenses in reserves. Our portfolio is larger than the given threshold, therefore a weakness, and RMHCDC has been flagged by Global. The Board discussed reasons for lack of compliance and options to become compliant. Suggestions included: adjusting financial policies, raising expenses, and creating more programs. The Board also discussed Charitable Clutter as a weakness. Torres explained how Charitable Clutter affects RMHCDC; there are 40K charities in the DC area with 2,500 in DC alone focusing on children. Suggestions on combating charitable clutter included leveraging social media outlets.

### **Adjournment**

With no further business, the meeting was adjourned at 12:53 P. M.