

Simon's Heart - 2/13/24 Board Meeting Minutes

Friday, March 8, 2024

6:36 PM

The meeting was opened by Nancy Hunter at 6:32 pm.

Present:

Jenn, Nancy, Rayna, Jeff, Darren, Brian, Jess, Mitch, Raj, Eldwin, Scott, Phyllis

Not Present:

Dom, Cheri

Minute for Mission - Nancy

Nancy emphasized the power of discussing Simon's Heart and highlighted a poignant incident where a painter overheard her talking about the organization. He had lost his one-year-old son to SCA, showcasing the impact of the mission.

Marketing Survey Updates - Raj

- Shared a slide deck survey and is collaborating with Phyllis, Jenn, and Darren on developing a more structured and focused plan.
- Proposed hypothesis: with growth, the organization may have strayed from a unified approach.
- Presented findings, emphasizing the need for alignment on vision and goals.
- Acknowledged Simon's Heart's strengths and discussed the need to identify uniqueness and opportunities.
- Proposed next steps: Convene a small sub-group to review and update, leading to vision alignment, marketing planning, and metrics.
- Jenn suggested an immediate return with a Pro Bowl campaign to place AEDs in all 32 NFL cities, exploring alignment with Zoll and a potential partnership with Rock & Roll Iron Man.

Soiree Update - Nancy/Jenn

- Discussed logistics and arrival times for the Soiree.
- Discussed a decrease in funds compared to the same time last year and explored additional auction opportunities.
- Urged each Board member to contact two restaurants for gift card leads.
- Noted 99 auction items, with premium items going up for auction the week prior.
- Goal: \$400k, with \$60k from auction items; as of 2/13/24, currently at \$261k.
- Emails sent to sponsors and partners.
- Attendance: 350 guests if all tickets are used, currently 213 assigned.

- Discussed Soiree attire.
- Each Board member assigned to connect with two donors/sponsors during VIP to express gratitude.
- Special promo "swag" for Young Professionals remained an open discussion.

Closing Items

- Next Board Meeting (face to face): 4/24
- CPR Marathon: 4/2
- Golf Outing: 7/22

The meeting adjourned at 7:19 pm.