

Simon's Heart

Board Meeting 1 of 6



Wednesday August 18 2021



7:00pm - 8:30pm EDT



<https://us06web.zoom.us/j/3093998486>

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- **Minutes**

Attendance

Member	RSVP	Attendance
Mitch Bednoff	maybe	
Scott Brucker		
Jessica Cook	yes	
Dom Folino		
Nancy Hunter	yes	
Rayna Jones	yes	
Adam Kaye	yes	
Jeff Krawitz	yes	
Mike Monsell	yes	
Cheri Morrison		
Jennifer Parrado	yes	
David Shipon		
Darren Sudman		
Phyllis Sudman	maybe	
Eldwin Thay	yes	

Agenda

1. DOM FOLINO

SCOTT BRUCKER

5 mins

Dominic Folino is the President of Spectrum Strategies. His focus is on government affairs, business development, strategic planning, and blockchain education and solutions for various organizations.

Formerly, Dominic was the Vice President of External Affairs at FS Investments. He helped manage the firm's political, lobbying, charitable, and community initiatives, including FS's political action committee and its charitable affiliate, The FS Foundation.

Before joining FS Investments, Dominic served as the Executive Director of Volunteer Medical Services Corps of Lower Merion and Narberth. He began his career in politics working for various campaigns in Philadelphia and the surrounding area. Dominic also served as Chief of Staff to a member of the Pennsylvania House of Representatives.

Service to the community has always been important to Dominic. He helped start the FS Foundation and currently serves as the advisory board co-chair for Volunteer Medical Services Corp of Lower Merion and Narberth and is a board member of the Police Athletic League.

Dominic is a graduate of La Salle University. He also completed the Accelerated Management Program at the Yale School of Management and is currently pursuing an MBA at Villanova University.

Dominic A. Folino

Spectrum Strategies

267-972-7708

dfolino@spectrumstrategies.net

2. MISSION MOMENT

JESSICA COOK

5 mins

Swoop and Dan Levy

3. EXECUTIVE COMMITTEE NOMINATIONS

ELDWIN THAY

 [Executive Committee](#)

4. **DASHBOARD**

ELDWIN THAY 15 mins
JENNIFER PARRADO

 [August 2021 Dashboard](#)

5. **GOLF**

JENNIFER PARRADO 10 mins
MIKE MONSELL
JEFF KRAWITZ

Thank you to everyone that attended, volunteered, and sponsored.

25 Foursomes

11 Sponsors

18 Flag and Tee Box Sponsors

30 Volunteers

2022: Revenue goal: \$75K

Planning to begin in October 2021. Goal is to secure top sponsors before end of calendar year. We will no longer sell singles.

Feedback: Course? Food? Band? BBQ?

6. **SOIREE**

30 mins

a. **Requiring vaccinations + masks**

b. **Date, Platform, Theme - Jenn**

PHYLLIS SUDMAN
CHERI MORRISON
JENNIFER PARRADO

Hoopla agency

c. **Auction Items - All**

7. **FINANCIALS**

ELDWIN THAY 10 mins

BALANCE SHEET: See attached

GOLF UPDATE:

Expenses \$34,199.89

Revenue \$77,260

Net \$43,060.11

Penn State v. Ohio State Raffle (\$10K Potential)

 [BalanceSheet \(1\).pdf](#)

Minutes

Simon's Heart Board Meeting Minutes

Date:

August 18, 2021

Time:

7:00 PM

Location:

Virtual

In attendance:

Rayna Jones, Phyllis Sudman, Darren Sudman, Jenn Parrado, Mike Monsell, Jess Cook, Jeff Krawitz, Eldwin Thay, Scott Brucker, Nancy Hunter

Absent:

David Shipon, Cheri Morrison, Mitch Bednoff

Nomination of Dominic Folino to Board of Directors

- Scott introduced Domonic Folino's background, Eldwin provided additional commentary
- Eldwin and Scott moved to nominate Dominic as Board Member
- Approved unanimously

Mission Moment

- Jess spoke of the Mission Moment and the strong link between the Philadelphia Eagles and Simon's Heart, with both Dan Levy and Swoop being affected by heart issues

Executive Committee Nominations

- Eldwin moved to nominate Mike Monsell to be Vice Chair of Simon's Heart. Nancy seconded and the Board voted unanimously to elect Mike as Vice Chair.

- Eldwin moved to nominate Jeff Krawitz to be the Secretary of Simon's Heart. Phyllis and Mike seconded and the Board voted unanimously to elect Jeff as Secretary
- Eldwin provided overview of the roles and membership of the Executive Committee: Chair, Vice Chair, Secretary, Chief Medical Officer, Treasurer, Governance Chair

Dashboard

- Eldwin provided overview of dashboard, asking Board members to look at network for connections with the following organizations:

- o Aramark
- o Giant Food Stores
- o Wawa
- o Siemens Healthineers
- o Campbell's soup
- o Ametek
- o Avantor Inc.
- o Annenberg Foundation
- o Philadelphia Foundation
- o Sidney Kimmel Foundation
- o The Energy Transfer/ Sunoco Foundation
- o Five Below
- o Day and Zimmerman

- Darren provided update on upgrades to Heatbytes: 40K needed to update current platform and integrate for 3 current users of the platform
- Jenn provided update that Arcadia University will provide permanent space at health clinic for heart screening; Wyss Center is also a possibility and waiting for approval

Golf

- Jenn, Jeff and Mike provided overview of Golf Event, noting \$77K in revenue, \$34K in expenses, \$43K net income

- Board's feedback was that the event was well executed, band was great with minority commenting on volume, exploring possibility of allowing people to buy more foursomes than currently allowed

Soiree

- Jenn provided update on Soiree: venue search has been ongoing and thorough
 - o Jenn recommended putting a deposit down with Moolyn in East Falls: 450-500 people venue, \$1.5K deposit to hold venue, \$5K deposit for Brulee Catering, noting that if we need to cancel due to COVID-19, the deposit is not forfeit if you book a future date
 - o Board consensus was that financial risk was manageable
 - o Phyllis requested a walk through of venue before making final decision
 - o Board agreed that given rising COVID-19 cases again, that 3 models need to be considered:

§ In person

§ Hybrid (part in person part virtual)

§ Virtual

- Jenn updated Board that Hoopla Agency has been engaged to provide PR support for Soiree at \$1.1K / month for 6.5 months
- Board discussed vaccination requirements for in-person Soiree: consensus that vaccines would be required as Simon's Heart is a healthcare organization and that there would be options for people who aren't vaccinated to participate
 - o Validation / attestation / proof of vaccination method to be further discussed and decided

Financials

- Eldwin provided update on Financials, presenting Balance Sheets and account holdings

