



Board Meeting May 4th, 2021 RETREAT Agenda

DATE: Tue May 4th, 2021
TIME: 6:00pm - 8:00pm EDT
LOCATION: <https://zoom.us/j/93009997738>
GROUPS: Board

Looking forward to diving in to FY22 planning and recapping this insane FY21. Please let me know if you cannot attend.

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| 1. Welcome + Icebreaker | SCOTT BRUCKER
NANCY HUNTER | 15 mins |
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| 2. Storytelling with Neal | | 15 mins |
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Neal is going to review our story telling successes over the last year and work with us to innovate in FY22.

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| 3. Taking action in FY22 | PHYLLIS SUDMAN | 60 mins |
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Alexandra from the Independence Blue Cross Innovation Center will be joining us to break out into 3 groups to develop action items for 2021.

The goal is for each board member to walk away with at least 1-2 action items to complete by end of Q1 (Sept. 30, 2021)

Introducing Simon's Heart to your network. Who are those people? How should we best cultivate them? i.e. introductions to Jenn? Invitations to events? etc.

- a. **Break Out Session 1: Engaging new board members and new corporate/individual Donors (20 minutes)**
- b. **Break Out Session 2: Engaging new program partners - Heart Screenings, Education, Advocacy (20 minutes)**

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| 4. Review Board Survey | ELDWIN THAY | 5 mins |
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<https://forms.gle/S2j1EcRf7LawYHuW9>

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| 5. Regroup + Recap Retreat + Have a drink! | | 25 mins |
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What worked? What Didn't? Where do we go from here.

Simon's Heart Board Meeting Minutes

Date:

June 23, 2021

Time:

7:00 PM

Location:

Sudman's Residence

In attendance:

Rayna Jones, Phyllis Sudman, Darren Sudman, Jenn Parado, Mike Monsell, Cheri Morrison, Jess Cook, Jeff Krawitz, Mitch Bednoff, Nancy Hunter, Eldwin Thay

Absent:

Scott Brucker, David Shipon

Special Guests:

Adam Kaye, Mille the Dog

April 6 Board Meeting Minutes

- Mike motioned to approve, Nancy seconded, all approved

Mission Moment

- Cheri shared the Mission Moment, encountering an attendee at the Life Sciences PA event who was diagnosed with WPW after attending a Simon's Heart Screening

Financials

- Mitch presented current assets and financials for Simon's Heart at end of FY21, noting healthy positions. Mitch presented FY22 budget noting that preparation started earlier than normal. Proposed budget is more in line with FY20, with aggressive revenue targets from Soiree, Jukebox Marathon. Board was asked to approve revenue budget of \$560K or \$600K with expenses of \$520. Board voted by show of hands to approve \$560K budget (~7 voted for \$560K). Jess motioned for Board to approve budget, with Mike seconding, and all approved.
- Darren asked that Board Members look in their networks for anyone who works in Marketing Activation, in particular agencies that work with big companies to sponsor events, as a potential path to monetize CPR Jukebox at events
- During the financials discussion, Jenn presented updates on Golf and Soiree, noting, Golf has a target of \$65K with stretch of \$75K. Jenn has started to visit potential Soiree venues, including the Filmore. Jenn noted Golf Sponsorships were still available.

FY22 Board Goals

- Jenn shared Board commitments coming out of retreat as well as Board Charters
- Jenn will do 1-1s with each Board member to review commitments and charters, and ongoing progress against commitments
- Board members discussed communication cadence and tools: Board agreed to continue to use Boardable as the main platform

Board Update and Thanks to Adam Kaye

- Eldwin announced that Adam Kaye is stepping down from Board after 10 years of service
- Board members expressed gratitude and thanks to Adam for his service

Christian Ericksen Collapse

- Jenn pointed to the recent collapse of Christian Ericksen at the Euro Cup and the attention that followed for Chain of Survival
- American Academy of Pediatrics recommended that all kids should be screened for possibility of SCA (<https://www.today.com/health/screen-all-kids-possibility-cardiac-arrest-t222728>)

- Jenn pointed to these two stories as talking points for Board in introducing what Simon's Heart does

Hiring of Alexis Simchak

- Rayna gave update on process of hiring of Marketing and Program Coordinator, and the hiring of Alexis Simchak to fill the role

Strategic Plan Dashboard

- Due to time, Eldwin asked Board members to review the dashboard after the meeting