SIMON'S Heart

Board of Directors Meeting Minutes
September 8, 2025 | 7:00 PM | Sage Financial

Call to Order: 7:05 PM

Roll Call / Attendance

Present: Darren Sudman (Chair), Phyllis Sudman, Mitch Bednoff, Joe Secoges, Brian Brick, Raj Kapur, Annie Kelly, Raina Jones, Venkat Ramamurthy.

Joined via Zoom: Justin Will.

Absent: Scott Brucker, Dom Folino, Jeff Krawitz and David Shipon.

Guest: Kerris Harvey

Approval of Previous Minutes

Motion: None
Second: None
Vote: Deferred

Welcome

Joe and Venkat joined in person. Charis introduced. Mission and values read. No mission moment.

Administrative Items

- Recap of last meeting survey; summaries will be shared going forward.
- Consent agenda concept reintroduced; general support; no vote.

Donor Cultivation & Soirée Transition

- Darren to update top donors about shift to CPR Jukebox Marathon.
- Board emphasized donor loyalty to mission, not event format.
- Interest in maintaining some adult social components at lower cost.

Financial Review

- Assets ~$23K above prior year; cash strong.
- Golf outing revenue up; expenses down from staffing changes and event cuts.
- Budget nearly complete.

Committee Structure & Governance

- Committees deemed essential to executing the strategic plan.
- Shift from staff-driven tasks to committee-led strategy and oversight.
- Three committees workshopped:

Storytelling (Raj)

- Align marketing strategy with new plan.
- Build story archive; add metrics and outside expertise.

Fundraising / Biz Dev (Joe)

- Develop talking points and sponsor packages.
- Identify priority prospects and align with initiatives.
- Set relationship/revenue goals.

Engagement (Rayna)

- Centralize donor info; define stewardship cadence.
- Assign donors to board members.
- Use VA support for follow-up and recordkeeping.

Program & Initiative Updates

- **Website Redesign:** Plan to contract Hopeworks ($5,000).
- **CPR Jukebox Marathon:** March 13–14, 2026; venue/platform under review; kickoff event Sept 15.
- **HeartBytes:** Awaiting Jefferson MOU; exploring outsourced screening coordination.
- **GotAED / NHL Activation:** AED donation campaign tied to sudden-death overtime outcomes; Debbie Lewis managing.
- **Angel Flight East Event:** Joint happy hour planned; date TBD.

Motions + Votes No motions taken.

Next Steps

- Committee formation continues.
- Budget to be finalized.
- Donor outreach and sponsor package development underway.
- All directors to add committee prospects by Sept 22.

Next Meeting: December 8, 2025 at 6 PM

Adjournment: Approximately 8:50 PM.

Recorded By: Darren Sudman
Formatted By: Brian Brick