

MINUTES OF THE TUESDAY, DECEMBER 4, 2018 REGULAR BOARD OF DIRECTORS MEETING OF THE PRESBYTERIAN VILLAGES OF MICHIGAN FOUNDATION BOARD HELD AT THE PVM HOME OFFICE, SOUTHFIELD

	2/6 BOD Mtg.	2/15 Gala Volunteer & Sponsor Celebration	2/23 Winter Governance Summit	5/18 Donor Societies & BOD Lnchn	6/12 BOD Mtg.	6/22 Village Victory Cup	7/27 Technology Summit	9/21 Strategic LDSHP Advance	10/9 BOD Mtg.	11/8 Gala	12/5 BOD Mtg.	TOTAL
Bomberski	X	--	--	--	--	--		--	X	--	X	<b>3</b>
Carnaghi	--	--	--	X	X	X		X	-	X	X	<b>6</b>
Denler	X	--	X	X	X	X		X	X	X	X	<b>9</b>
Dixon	--	--	--	--	--	--		--	-	X	--	<b>1</b>
Gompers	X	--	--	X	X	X		X	X	X	X	<b>8</b>
Hubbard					X	--		--	X	--	Phone	<b>3</b>
Johnson	X	--	X	--	X	X		X	X	X	X	<b>8</b>
Kimble	X	X	--	X	X	X		--	X	X	X	<b>8</b>
Lau	X	--	--	--	--	--		--	X	X	X	<b>4</b>
Lindow	Phone	--	--	--	--	--		--	--	--	X	<b>2</b>
Miller	X	X	X	X	X	X		X	X	X	X	<b>10</b>
Morgan	--	--	--	--	Resigned	--		--	--	--	--	<b>0</b>
Peterson	X	--	--	X	X	--		--	X	X	X	<b>6</b>
Rabbideau	Phone	--	--	X	Phone	--		--	-	X	Video	<b>5</b>
Schroeder	X	X	--	X	X	X		X	-	X	X	<b>8</b>
Snider	X	--	--	X	X	X		--	X	--	X	<b>6</b>
Turman	--	--	--	--	X	X		--	-	--	--	<b>2</b>
Utley	Phone	--	--	X	X	--		--	X	X	X	<b>6</b>
Wallace	--	--	--	--	--	--		--	-	--	--	<b>0</b>
<b>Ex-Officio</b>												
Ball	X	X	X	X	X	X		X	X	X	X	<b>10</b>
Myers	X	X	X	X	X	X		X	X	X	X	<b>10</b>

Foundation Staff:	Ms. Bobie Clement, Ms. Yalonda Jackson, Ms. Debbie Smith, Ms. Avni Thomas, Ms. Stacey Welford
Guests:	None
Welcome and Call to Order	Mr. Gompers called the meeting to order at 11:35a.m., followed by prayer.  Tyler Duchame from DOT described the video software we are trying today. Mr. Rabbideau and Mr. Hubbard participating on video/phone.
1. Chairman's Report	Approval of the October 9, 2018 Minutes from Regular Board of Directors Meeting –  <b>A MOTION WAS MADE BY Mr. Don Lindow AND SECONDED BY Mr. Bob Peterson TO APPROVE</b> the meeting minutes from the October 9, 2018 Regular Board of Directors Meeting.  <b>PASSED UNANIMOUSLY.</b>  Welcome to the Foundation Yalonda Jackson, Manager of Annual Giving and Events. Ms. Jackson briefly explained her background.  Thank you to Mr. Rabbideau for his service to the Foundation Board. This is his last Foundation Board meeting, but he will continue on the Mill Creek Board and Strengthen Donor Loyalty Task Force. Much appreciation to Mr. Rabbideau for his assistance in founding the Foundation and Gala. In addition, Ms. Turman is resigning from the Foundation Board as she has moved to California. We wish them both well.

Year End Appeal was mailed to about 2,300 donors. Goal is \$35,000. Mr. Miller and Ms. Clement wrote handwritten notes on letters to closer friends to the Foundation.

The board meeting schedule for 2019 was reviewed as on agenda.

May need a grant in the future to fund new technology to support better connectivity to the PVM/PVMF board meetings.

Pg.25 – Board Giving stats and PVMF grants given to Villages were reviewed.

2. Secretary's Report

Mr. Lindow presented the following Slate of Officers for 2019:

**2019 Slate of Officers**

Chair.....James S. Gompers  
 Vice Chair.....Robert S. Schroeder  
 Treasurer.....Brian W. Carnaghi  
 Secretary.....Donald A. Lindow  
 President.....Paul J. Miller

**Board of Directors**

<b><u>Class of December 31, 2019</u></b>	<b><u>Class of December 31, 2020</u></b>	<b><u>Class of December 31, 2021</u></b>
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James S. Gompers	Linda Bomberski	David F. Lau
Robert V. Peterson	John Denler	Robert R. Schroeder
Mark Wallace	Elmer Dixon	Donna Snider
	Paul Hubbard	John Utley
	Henry Johnson	
	Thomas E. Kimble	
	Donald Lindow	

**Ex-Officio:** Roger L. Myers  
 William Ball

**A MOTION WAS MADE BY Mr. David Lau AND SECONDED BY Mr. Henry Johnson TO APPROVE THE SLATE OF OFFICERS AS PRESENTED.**

**PASSED UNANIMOUSLY.**

Mr. Gompers asked for any suggestions for new members, please let him or Mr. Miller know if you have any. Mr. Peterson referenced article Mr. Myers sent out regarding leadership. Churches are good source for members. Mr. Miller meeting with Sally Bessert tomorrow to ask to join board. Have about 3 openings. Mr. Myers suggested looking at Crain's lists and review for possible new members, also look at family members.

3. PVMF Gala Report

**PVMF Gala Report (Mr. Schroeder)**

Mr. Schroeder reported 15<sup>th</sup> Annual Gala was a success. \$200,000 raised, great turnout, a lot of hard work by volunteers, generous donations from board members and sponsors. The wrap-up meeting was held last Friday. Actors and picture taking with mascots went well and shorter program was well received. Figures vs budget some up, some down. Good for Yalonda to attend and see event for future galas. Discussion regarding having a DJ vs band, younger people attending, themes and change of venue – Henry Ford good but too spread out. Strolling dinner format may impact attendance.

Will recommend three themes – Travel Around the World, Superheroes and Dancing with the Stars. Potential venues are DIA, Book Cadillac, MGM, Outdoor Adventure Center, DAC, Detroit Port Authority.

Volunteer/Sponsor Appreciation evening Wednesday, February 13<sup>th</sup>. All board members invited, location TBD.

4. Donor Stewardship	<p><b><u>Handwritten thank you notes by PVMF Board members: (Ms. Clement/Ms. Jackson)</u></b>                  Board members prepared individual thank you notes to donors who gave at least 2+ gifts to PVM in 2016 &amp; 2017 of \$50+.</p>
5. Board Generative Discussion	<p><b><u>Generative Discussion (Mr. Gompers/Mr. Miller)</u></b>                  Think about what might surprise you, what PVM Foundation is doing well and needs for improvement.                  Video – 7 Critical Storytelling Tips to Improve Your Fundraising - shown.                  Discussion – What is cost of YE appeal to mail? Approximately \$4,000-\$5,000. Level of giving may go down with tax changes. Mr. Lindow is advising his client to give 2019 gifts in 2018. Need for board members to start to understand what effective donor centric communication is. Goal for board members to look at copy and say I know a little more. A lot of jargon the last few years; talk to me as a real human being.</p> <p>How do we marry our mission with PVM marketing department to support people who need PVM/PVMF? Want communications to be more about donors and less about PVM.</p> <p>Anything that surprised you from video? Mr. Schroeder #6 how to do you write a story as the donor's story. Make donor story so compelling the donor wants to be on PVM's side. Need people to know PVM's scope &amp; reach, doing things well, what is important to donor and senior is important to us.</p> <p>Need to know why donors are giving to us – Donor Loyalty Task Force is making calls and getting a variety of answers – former employees or family connection, referral from tax preparer, friend of former resident. Experience with actual residents, their stories can make a difference. Ms. Snider asked if we send targeted letters.</p> <p>The Board Giving Task Force is finding Village board members seem to only give at villages they are associated with; therefore, board giving task force calling chairs. Suggestions for PVMF: segment donor base and speak to donors, write compelling stories, tell our story to tax firms and attorneys who may suggest some clients. Mr. Rabbideau called four donors and found most served on a board, and their personal involvement with PVM played a role in becoming loyal donors. One decided to give after evaluating estate plan.</p> <p>Mr. Lindow suggests not going to MGM for gala due to sending wrong message. Mr. Carnaghi noticed Michigan Public Fundraising doing storytelling and working well. Mr. Myers related Don Nolta story is a result of a management agreement that PVM has and how he was affected by what he has seen at PVM. Mr. Miller gave background and story of visiting him in Florida. He called and relayed he is leaving a sizeable bequest to PVM. He relayed he is receiving our publications and liked them. Ms. Bomberski suggested following up with these donors so see whom else they might have told our story to.</p> <p>January 22<sup>nd</sup> board meeting will go back to task forces mid-term reporting.</p>
6. Treasurer's Report	<p><b><u>Treasurer's Report (Mr. Carnaghi)</u></b>                  Asked for input from board on Treasurer's Report; pg. 2 of 6 – two reports, FA line of credit and PVMF operating line of credit; a lot of history there and Board asked if we need it every time we meeting. Suggested to separate history, possibly eliminate, and highlight new items.</p> <p>Mr. Carnaghi presented a motion to approve a special grant allocation of unrestricted funds on December 31, 2018 and 2019 of approximately \$25,000 and \$50,000, respectively, to allow Weinberg Green Houses to meet its debt service covenant and allow the PVM Obligated Group to secure a release of debt guarantees.</p> <p><b>A MOTION WAS MADE BY <u>Mr. Bob Schroeder</u> AND SECONDED BY <u>Ms. Donna Snider</u> TO APPROVE MOTION AS PRESENTED.</b></p> <p><b>PASSED UNANIMOUSLY with Mr. Kimble abstaining.</b></p>
7. President's Report	<p><b><u>President's Report (Mr. Miller)</u></b></p> <p><b><u>PVMF Executive Summary</u></b>                  Pg. 23 – Fundraising Grants Raised for 3<sup>rd</sup> Parties added per request at last meeting. The Weinberg Foundation answer in 2018 for University Meadows (PVM is partner with Develop Detroit) – Weinberg slowed down decision</p>

making process and deferred decision until 2019. Will probably be \$500,000 short on goal for 2018. Will increase the budget for 2019 by \$1M so instead of \$2.6M budget it will be \$3.6M goal.

Mr. Miller attended a Weinberg donor event in November and they indicated they really like us and what we are doing. Mr. Myers, Ms. Thomas and Mr. Miller hosted program officer in June and visited four locations, two that will be asked for requests from them, GrandFamilies at Hartford and letter of intent for Develop Detroit. Received okay to submit full grant proposal on Friday by end of January for review by end of their fiscal year (March). Need approved this year as cannot have two capital requests in same year.

PACE SE MI on their own is submitting an LOI for expansion of PACE in Pontiac which would be separate from PVM. Future submissions on pg. 24 – Mr. Miller will meet Melonie Colaianne regarding Gene Gargaro and Richard and Jane Manoogian Foundation while in Florida. Mr. Lindow has a relationship with Mr. Gargaro; Mr. Myers suggested Mr. Gargaro's son as possible addition to Foundation Board. He came to a PVM breakfast a couple years ago and perhaps Mr. Gargaro could approach this.

Pg. 25 donor base YTD is low - 1,037. Need to expand.

Mr. Myers asked about Ray Steben's question from September Corporate Board meeting on where we stand with the Ralph C. Wilson Foundation. Mr. Miller indicated not as well as we'd like; they do not see PVM as right fit for their organization. Ms. Thomas will set a meeting in January with MHEF fellow and Ralph C. Wilson Foundation. Mr. Steben to follow up with Joe Hudson who is on board. Mr. Miller asked Foundation board members to look at Wilson Foundation board list and see if they know anyone who could possibly help us.

#### **Approval of 2019 PVMF Budget**

Updated budget presented. Budget slightly higher due to \$1M for Weinberg submission. Mr. Peterson asked what is University Meadows? Mr. Carnaghi explained a partnership between Develop Detroit, a new non-profit, reached out to PVM to partner on a new housing tax credit program. Idea to renovate in two phases: Phase 1, 53 units, to start in April 2019, and Phase 2 to construct new market rate apartments and some retail. Mr. Carnaghi also explained Develop Detroit.

Expenses raised slightly to hire contract employee to develop a system, capture data, scrub data and communicate to them; also hire consulting firm, Michael Marcus, to do a pseudo feasibility review with other funders across the country for GrandFamilies at Hartford Village in Detroit.

Mr. Johnson asked if we feel this is an achievable budget. Mr. Miller feels budget supports expenses to achieve goal. Mr. Myers indicated getting family member names would lead to increase in donors and not violate HIPPA.

**A MOTION WAS MADE BY Mr. Henry Johnson AND SECONDED BY Mr. Tom Kimble TO APPROVE BUDGET AS PRESENTED.**

**PASSED UNANIMOUSLY**

#### **Feedback on Board Meeting Structure**

Do you like time of day? Looking at new technology as some board members cannot attend in person. Time works well.

#### **PVM Update (Roger Myers)**

PVM Strategic Plan for 2019-2021 is in final stages and expect in January or March the PVM Board will adopt and build on current plan and lines up with PVMF Strategic Plan. The Winter Governance Summit, Friday, February 1<sup>st</sup> at Alzheimer Association – Greater Michigan Chapter offices in Southfield. Major topic is Best Practices in Memory Care. All our communities in different ways experience people with memory loss and in addition to current memory care units we have we will exploring what we can do to support people with memory care issues including PACE programs.

8. Correspondence/  
Announcements

Mr. Miller announced you should have received an email from Risk Management regarding Conflict of Interest form. Please fill out on computer and return before end of the year. We will do another form for 2019 at the January meeting.

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	Bobie Clement is leaving for position at Richner and Richner as an analyst. Nine years of service and wish her well. Thank you and Merry Christmas to all.
9. Executive Session	No Executive Session
10. Adjournment	Meeting adjourned at 2:15 p.m.

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Debbie Smith  
Recording Secretary

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Donald Lindow  
Secretary

**NEXT MEETING:** PVMF Board Meeting; January 22, 2019 (Tuesday), PVM Home Office, Southfield, MI