

MINUTES OF THE TUESDAY, JANUARY 22, 2019 REGULAR BOARD OF DIRECTORS MEETING OF THE PRESBYTERIAN VILLAGES OF MICHIGAN FOUNDATION BOARD HELD AT THE HOME OFFICE OF PRESBYTERIAN VILLAGES OF MICHIGAN

	1/22 BOD Mtg.	2/13 Gala Volunteer & Sponsor Celebration	2/1 Winter Governance Summit	6/11 BOD Mtg.	6/21 Village Victory Cup	TBD Sept. Strategic. Leadership Advance	10/8 BOD Mtg.	11/8 Gala	12/3 BOD Mtg.	TOTAL
Bomberski	--									
Carnaghi	X									
Denler	--									
Dixon	--									
Gompers	X									
Hubbard	--									
Johnson	X									
Kimble	X									
Lau	X									
Lindow	X									
Miller	X									
Peterson	--									
Schroeder	X									
Snider	X									
Utley	Phone									
Wallace	X									
Ex-Officio										
Ball	X									
Myers	X									

Foundation Staff:

Ms. Yalonda Jackson, Ms. Debbie Smith, and Ms. Avni Thomas

Guests:

Mr. Pete Kurrie

Welcome and Call to Order

Mr. Gompers called the meeting to order at 11:35a.m., followed by prayer.

1. Chairman's Report

Approval of the December 5, 2017 Annual Meeting and Regular Board of Directors Meeting –

A MOTION WAS MADE BY Mr. Henry Johnson AND SECONDED BY Mr. David Lau TO APPROVE the meeting minutes from the December 4, 2018 Annual Meeting and Regular Board of Directors Meeting.

PASSED UNANIMOUSLY.

Jim Gompers welcomed Yalonda Jackson to the Foundation staff.

100% PVMF Board Giving

Thank you, PVMF Board members! Your support is appreciated.

87% Board Giving System-wide

9% increase over 2018.

Dates

- 2/1 – Winter Governance Summit, Alzheimer's Association, Southfield, MI
- 2/13 – Gala Volunteer/Sponsorship Appreciation Dinner, The Village of Redford
- 6/21 – Village Victory Cup, The Suburban Collection Showcase Diamond Ballroom, Novi, MI

2. Report on Investments

PVMF Investment Reports (Pete Kurrie)

- 2018 compound investment income on fixed investments beyond rate of inflation.
- Total account return down 25%; defensive investments had positive 1.7% return.
- All managers are in compliance of investment policy and out-performed benchmarks.
- Deceleration of growth – five consecutive quarters of double-digit growth will start turning down in 2019. Outlook still positive. Short-term yields producing.
- High quality companies decreasing in the bond market; AA & AAA are only 10% of market; 90% of market single A & BBB. Only about four companies hold AAA ratings.
- Don Lindow mentioned Pete and his company do an outstanding job. Thank you.

3. Calvin Society Membership

Calvin Society Membership (Paul Miller for John Denler)

- Peer to peer ask – Calvin Society celebrates those who have left a planned gift to PVM
- Goal of Planned Giving Task Force is by 2020 to increase membership by 50 names. Four added already. Only 10 board members are Calvin Society members, of which 4 or 5 are PVMF board members. David Lau mentioned to direct spouse to make a charitable gift in year the other spouse does. He will do so with his wife and become new Calvin Society members. Need to promote continually. John Utley and his wife became members and encourage others to do so also. People can leave PVMF as an owner/beneficiary on life insurance policies. John will be visiting all boards and board chairs to discuss planned giving with gentle messaging, a peer to peer ask—have you remembered PVMF in your estate? Premium on policies can be deductible. Average bequest is \$3,500. There are folks who have PVMF in estate that we do not know about. Looking at a platform from PVM for board members to store their personal information in case of emergency for other family members use. CFSEM has a well-organized structure for planned giving and might be worth exploring if they will share.

4. Donor Stewardp

Handwritten thank you notes by PVMF Board members (Yalonda Jackson)

- Criteria – F&F donors who gave their first gift to PVMF.

5. Board Generative Discussion

PVMF Strategic Plan Task Forces – Mid-Term Reports

- Leadership Giving – John Utley: Task force is evolving into a Major Gifts Committee. Need to go after larger donors who know or do not know about PVM's story. Currently looking at who would be good committee members. Do not currently have a campaign, but should in the near future. Hope to have committee in place by May. Most major gifts are \$25,000 or more from individuals, some may be under.
- Engage Staff & Volunteers – Bob Schroeder: Task force has met five times and is mostly staff except for himself. Major focus to engage staff in philanthropy at PVM and concentrate on staff or volunteers at local village level. There are 600 plus employees with current giving at 22%, with most being corporate staff. Some ideas from the group are: utilizing village facilities as rental opportunities to raise funds for resident activities, \$3.00 jeans days at home office, revised payroll deduction went out today, encourage employees to name PVMF as beneficiary on insurance. PVMF does not currently receive United Way funds, but can reevaluate. Will be reaching out to volunteers and board members at villages to share stories of how benevolence program has helped low-income residents. Task Force will meet again in March. Encourage staff and volunteers to give time & talent and increase moral.
- Board Giving – Tom Kimble & Bill Ball: Goal to increase board giving to \$500,000 a year by 2020. Raised \$40,000 more than last year in board giving with increase to 87% (up 9%) from 2017. Board training at villages is not consistent. Goal is to improve communication at governance and board levels. Board recruitment is a challenge. Need to keep promoting environment of giving and that funds raised can be used locally. Governance Committee to trial two training sessions for new board members, perhaps one during the week and one on the weekend. Good ideas came from March Board Giving Month and will continue.

- Improve Campaign Planning – Henry Johnson: Task force goal to implement Strategic Goal 2.1 to support high-value and high-impact initiatives, where the most important and transformational projects PVM can envision are targeted. Criteria developed to help identify the highest impact and highest value projects PVMF can raise funds for. Criteria are: Is it needed? Does it align with our mission? Can we deliver on the project? Is it measurable? Who will benefit? Group suggested post-campaign evaluation and gather input across PVM to improve communication with departments.
- Strengthen Donor Loyalty – Paul Miller for Bob Peterson: Goal to increase number of donors. Need to zero in on family members of residents. Hiring a part-time employee to capture family members for database. Also, go back and capture grateful family members.
- Paul Miller requested task forces develop recommendations to present at June board meeting. These recommendations will then be moved on to administration to consider for implementation.

6. President's Report

PVMF Executive Summary

- PVMF 2019 Gala Co-Chairs – David & Nancy Lau
- Weinberg is delaying gift into 2019. Total raised in 2018 was \$2.3M; fundraising on behalf of other organizations was \$100,000; PVMF receives 10% and MI Masonic Homes 90%. Cannot continue to rely on grants from four major sources – Thome, Weinberg, Kresge and MHEF. Tentative 2019 goal is \$15M with finalization in June. Brainstorming upcoming campaigns.

Redford Chapel Motion (ACTION)

- Motion to approve the re-designation of Village of Redford Chapel and The Chapel in the Woods funds to service Redford Obligated Group debit financing, as recommended by the Village of Redford Board.
- Paul Miller reviewed and gave history. The Village of Redford Board approve moving forward with re-designation.
- **A MOTION WAS MADE BY Mr. Tom Kimble AND SECONDED BY Mr. David Lau to APPROVE THE MOTION AS PRESENTED.**
- **PASSED UNANIMOUSLY.**

Staffing

Bobie Clement has left PVMF for a position at Richner & Richner and Paige Vanzo left for a position in Indiana. Yalonda Jackson has been hired and position reconfigured to Manager of Annual Giving & Events. Interviews underway, with Tom Kimble involved in second round of interviews, to fill Manager of Donor Communications & Stewardship position. Hope to have someone on board by March. Avni Thomas' position has been enhanced and Yalonda is now her direct report.

PVMF Policies and Procedures

- Changes are made annually, with the goal to distribute at the beginning of each year.
- A copy was included in this meeting's board packet for board members to review.

Board Retreat

Historically has been an all-day retreat, volunteering, Village Victory Cup, cocktail party after board meeting last year. Suggestions for this year are board meeting at Thome and a bike tour up the Dequindre Cut, Village Victory Cup, board trip on Jim Gomper's boat. Perhaps invite Village board chairs for 1-2 hours of training and then a boat trip.

2019 Conflict of Interest Form

2019 Conflict of Interest Form and March/April Board Giving Forms reviewed. Please fill out and turn back in.

7. Treasurer's Report

Treasurer's report (Brian Carnaghi)

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- p. 124 – Brian Carnaghi highlighted if the government shutdown of HUD offices continue beyond January/February 2019, PVM may seek a draw on the PVMF operating line of credit not to exceed \$250,000 to be approved by email vote.

8. Executive Session

Review of Paul Miller's Evaluation & Approval of Compensation (ACTION)

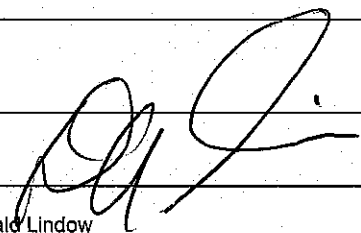
Closed door Executive Committee Session.

Adjourn

The meeting was adjourned at 2:20 p.m.



Debbie Smith
Recording Secretary



Donald Lindow
Secretary

NEXT MEETING: PVMF Board Meeting; June 11, 2018 (Tuesday), Park at Franklin, Southfield, MI