

MINUTES OF THE WEDNESDAY, OCTOBER 9, 2019 REGULAR BOARD OF DIRECTORS MEETING OF THE  
PRESBYTERIAN VILLAGES OF MICHIGAN FOUNDATION BOARD HELD AT THE VILLAGE OF EAST HARBOR.

	1/22 BOD Mtg.	2/13 Gala Volunteer & Sponsor Celebration	2/1 Winter Governance Summit	6/11 BOD Mtg.	6/21 Village Victory Cup	9/27 Strategic Leadership Advance	10/9 BOD Mtg.	11/8 Gala	12/3 BOD Mtg.	TOTAL
Bomberski	--			--			X			
Carnaghi	X			X			X			
Denler	--			X			X			
Dixon	--			--			--			
Gompers	X			X			X			
Hubbard	--			X			X			
Johnson	X			X			--			
Kimble	X			X			--			
Lau	X			--			--			
Lindow	X			X			--			
Miller	X			X			X			
Peterson	--			X			X			
Schroeder	X			--			X			
Snider	X			--			X			
Utle	Phone			X			--			
Wallace	X			X			X			
<b>Ex-Officio</b>										
Ball	X			X			X			
Myers	X			X			X			

Foundation Staff:

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

Guests:

None

Welcome and Call to  
Order

Mr. Gompers called the meeting to order at 11:30 a.m., followed by prayer remembering David Lau. Welcomed David Miller, Executive Director The Village of East Harbor and Elaine Walton, resident of East Harbor.

1. Chairman's Report

Approval of the June 11, 2019 Regular Board of Directors Meeting –

**A MOTION WAS MADE BY Mr. Brian Carnaghi AND SECONDED BY Mr. Bob Peterson TO APPROVE** the meeting minutes from the June 11, 2019 Regular Board of Directors Meeting.

**PASSED UNANIMOUSLY.**

Mr. Gompers presented the 2020 PVMF Board of Directors meeting schedule.

- March 10, 2020 – PVM Home Office
- June 9, 2020 – Village of Oakland Woods
- October 6, 2020 – The Village of Westland
- December 1, 2020 – PVM Home Office

2. PVMF Gala

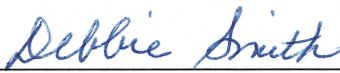
**PVMF GALA, 4 WEEKS & COUNTING (Bob Schroeder)**

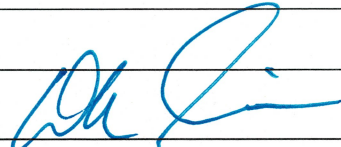
- Friday, November 8, 2019 at Michigan First Conference Center The Mint, 6:00 p.m.
- Goal \$285,000, currently raised \$201,300
- Invitations have gone out to Ready, Set, Dance!
- Decorate to the hilt, some surprises, bowling party afterglow
- \$1,000 raffle supported by Foundation Board; adding early bird special to offer additional tickets for \$250. Turn in paperwork and/or checks to Debbie.

3. Major Gift Committee Update	<p><b><u>Major Gift Committee Update (Paul Hubbard)</u></b></p> <ul style="list-style-type: none"> <li>Committee met. Goal is to add prospects who can donate \$50,000 plus gifts. Ways to connect with current and future donors – social media, facility tours, campaigns and projects that appeal to donors (i.e. Marygrove College); PVM villages enhance quality of life – get this story out more; build relationships with tv stations, radio hosts, talk show hosts, families of residents. Committee to meet again in December or January to prioritize and then present to PVMF board at March 2020 meeting.</li> </ul>
4. President's Report	<p>Jim Gompers asked Paul Miller to explain his receiving Dr. John S. Lore Award for Outstanding Fundraising Executive on November 6<sup>th</sup> from AFP. Very deserving. Email to Roger Myers from John Lore congratulating Paul.</p> <p><b><u>PVMF Executive Summary (Paul Miller)</u></b></p> <ul style="list-style-type: none"> <li>Executive Summary reviewed. VEH no longer listed because goal has been met. New fundraising campaign by March. Took five years to complete VEH campaign.</li> <li>Latest Giving Matters newsletter reviewed.</li> </ul> <p><b><u>PVM Village Board Members</u></b></p> <ul style="list-style-type: none"> <li>Recommendation from Strategic Plan was need to have village representatives on Foundation Board starting now. Simple questionnaire to all village boards to seek interest. Received three applications. At December meeting Foundation Board will vote on new members.</li> </ul> <p><b><u>Grant Update – Weinberg &amp; Thome Foundations</u></b></p> <ul style="list-style-type: none"> <li>\$750,000 grant from Weinberg to partner with Develop Detroit project at University Meadows. PACE SE MI \$500,000 and UMRC also received some funds.</li> <li>Donna Snider helped us connect with Paula Pretlow while here in Detroit.</li> <li>Avni helped write a grant through MI Masonic Homes to Thome Foundation for PACE Central MI – grant officer off on leave so grant decision may be delayed to 2020.</li> </ul> <p><b><u>Mailings/Publications</u></b></p> <ul style="list-style-type: none"> <li>Giving Matters newsletter should be hitting mailboxes this week.</li> <li>New piece - Donor Stewardship letter to all donors giving \$25 or more in last 18 months telling them what their donations are doing. Scheduled to go out early November. Yearend Appeal by Yalonda going out around Thanksgiving. Fourth Giving Matters newsletter in mid-December with a giving envelope.</li> </ul> <p><b><u>Family Outreach Coordinator Project</u></b></p> <ul style="list-style-type: none"> <li>Seasonal employee went to all villages and captured family member names, address, etc. Will be around 2,000 names. Will mail Giving Matters with a cover letter thanking them for letting us care for their loved one and thought you would enjoy this publication. Then they would receive the Outlook newsletter. First ask to them will be F&amp;F in 2020.</li> </ul> <p><b><u>Calvin Society</u></b></p> <ul style="list-style-type: none"> <li>Planned Giving Task Force recommendations in action. Paul Miller and John Denler talking to village board members, planned giving signage at all villages with administrator's name if questions. Foundation Board members encouraged to consider leaving PVMF a gift in their estate.</li> </ul> <p><b><u>PVM Update (Roger Myers)</u></b></p> <ul style="list-style-type: none"> <li>AARP meeting in Lansing this week on Aging. MSU to have senior housing by school. McLaren building a new hospital. Florida State University has similar housing for seniors and has received \$25M in gifts from seniors living in those facilities.</li> </ul>
5. Board Generative Discussion	<p><b><u>Next Fundraising Campaign Projects (Paul Miller/Roger Myers/Brian Carnaghi)</u></b></p> <ul style="list-style-type: none"> <li>Four campaign ideas presented for discussion: Expanding alternatives to keep older adults independent for low income and moderately low income seniors for independent living and</li> </ul>

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	<p>seniors living in communities unique because all levels of service for seniors with low incomes on same campus. \$10-15M for three NEW Thome-like campuses, Green House style, at Lake Huron Woods, Westland and Oakland Woods.</p> <ul style="list-style-type: none"> <li>• Resident Enabling Technology – Create a virtual center and space to try out virtual reality at East Harbor, Westland, Weinberg Green Houses, Brush Park, &amp; Oakland Woods. Tech ideas risky to invest in virtual reality tech as its constantly changing, we may need to change virtual reality content providers which can disrupt service delivery. Perhaps partner with organizations already providing these services.</li> <li>• Grandfamilies – Children bring in lots of funders. \$8M need to raise ongoing funds for sustainability. Fundraising consultants to assist in raising funds. Marygrove College for housing location in Detroit. Excitement in this area to partner with Starfish Services for wrap around services. Program of grandparent raising grandchildren has no age limits, also raising non-biological children. Send out one-page concept paper for board to review.</li> <li>• Leader in Fall Reduction – Most people know someone who has fallen and concerned about falls. Felt it could resonate with general population. Risk Management produced a video on fall reduction that has caught the attention of insurance company to save up to \$2M in operating costs for PVM.</li> <li>• Continue discussion on all these topics at the December meeting.</li> </ul>
6. Donor Stewardship	<p><b><u>Handwritten thank you notes by PVMF Board members (Joanna Hlavacek)</u></b></p> <ul style="list-style-type: none"> <li>• Criteria – A gift of at least \$100 to Friends &amp; Family.</li> </ul>
7. Treasurer's Report	<p><b><u>Treasurer's Report (Brian Carnaghi)</u></b></p> <ul style="list-style-type: none"> <li>• Urge board to adopt a policy in December that allows spending of unrestricted funds for pledges not received yet.</li> <li>• Pulling together next large capital financing for multiple projects such as new independent living at VEH. Looking at mid-December for special meeting to approve resolutions.</li> <li>• Working on five year proforma for Foundation.</li> <li>• Provided Facility Advancement line of credit for University Meadows project -\$250,000. Money not yet received from Weinberg to bridge until received. Drawing down line of credit to start phase II construction VEH.</li> <li>• Investment Committee met this morning, good strong returns. Full report in March on 2019 performance.</li> </ul>
8. Executive Session	<p><b><u>Not Needed</u></b></p>
Adjourn	<p>The meeting was adjourned at 2:07 p.m.</p>

  
 Debbie Smith  
 Recording Secretary

  
 Donald Lindow  
 Secretary

**NEXT MEETING:** PVMF Board Meeting; December 3rd (Tuesday), PVM Home Office, Southfield, MI