

MINUTES OF THE TUESDAY, JUNE 11, 2019 REGULAR BOARD OF DIRECTORS MEETING OF THE PRESBYTERIAN VILLAGES OF MICHIGAN FOUNDATION BOARD HELD AT THOME RIVERTOWN SENIOR APARTMENTS.

	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	10/8 BOD Mtg.	11/8 Gala	12/3 BOD Mtg.	TOTAL
Bomberski	--			--						
Carnaghi	X			X						
Denler	--			X						
Dixon	--			--						
Gompers	X			X						
Hubbard	--			X						
Johnson	X			X						
Kimble	X			X						
Lau	X			--						
Lindow	X			X						
Miller	X			X						
Peterson	--			X						
Schroeder	X			--						
Snider	X			--						
Utley	Phone			X						
Wallace	X			X						
Ex-Officio										
Ball	X			X						
Myers	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 2:0 p.m., followed by prayer.

1. Chairman's Report

Approval of the January 22, 2019 Regular Board of Directors Meeting –

**A MOTION WAS MADE BY Mr. Bob Peterson AND SECONDED BY Mr. Don Lindow TO APPROVE** the meeting minutes from the January 22, 2019 Regular Board of Directors Meeting with correction of next meeting to January 22, 2019 from 2018.

**PASSED UNANIMOUSLY.**

Jim Gompers welcomed Joanna Hlavacek to the Foundation staff. She briefly gave her background.

**Celebrate – East Harbor Wellness Campaign – FINISHED!**

Over \$2M was raised for construction and improvements. Recently achieved 100% occupancy.

**Friends & Family Recap**

\$115,000 was raised for projects for the villages. Seven villages met their stretch goal which is 20% over village goal. No matching funds the last few years.

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2. Gala	<p><b><u>PVMF GALA, 21 WEEKS &amp; COUNTING (Yalonda Jackson)</u></b></p> <ul style="list-style-type: none"> <li>• Co-Chair: David &amp; Nancy Lau, Ken &amp; Pat Hollowell</li> <li>• Friday, November 8, 2019 at Michigan First Conference Center The Mint</li> <li>• Theme: Ready, Set, Dance!</li> <li>• Strolling Event</li> <li>• Goal \$300,000</li> <li>• Wonderful committee – working on sponsorships and tickets</li> </ul>
3. Calvin Society Membership	<p><b><u>Calvin Society Membership (John Denler)</u></b></p> <ul style="list-style-type: none"> <li>• John Denler asked board members to consider making PVM a beneficiary in will, life insurance, etc. While monthly gifts stop when the donor passes away, naming PVM a beneficiary helps PVM after one's passes. John &amp; Paul going out to various village boards to present this idea. Two handouts. Presentation at Oakland Woods spurred new member. Suggested to bring in insurance agent to sign up members with organization being beneficiary.</li> </ul>
4. 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 East Harbor Health &amp; Wellness Center and at least two other gifts.</li> </ul>
5. Board Generative Discussion	<p><b><u>PVMF Strategic Plan Task Forces – Final Reports/Recommendations (Task Force Chairs)</u></b></p> <ul style="list-style-type: none"> <li>• PVM was mentioned in national fundraising consultant Tom Ahern's webinar last week. Giving Matters newsletter won an Aster Healthcare in Communication Award.</li> <li>• Leadership Giving – Task force is evolving into a Major Gifts Committee. David Lau will chair for one year then Paul Hubbard. Paul Hubbard described the need to make people more aware that memorials can be made to PVM. Jim Gompers gave an overview of the move to Major Gift Committee. Sending a letter to potential committee members August 1<sup>st</sup>, followed by personal asks to join the Major Gifts committee. In October 2019, first planning meeting to get people to know what we do and who we are.</li> <li>• Strengthen Donor Loyalty – Bob Peterson gave overview, met seven times. Relationships make a difference; remember Jeff Brook's "Where's the puppy?" To better connect and educate the villages, have 2 or 3 village board members sit on Foundation Board.</li> </ul> <p>Running a pilot program to connect with family members – Have hired a seasonal employee Laurie Taylor who will be visiting each village and looking at contacts listed on resident applications and entering in Raisers Edge. Will communicate to families with information, stewardship, information, and then solicitation. Possible ways to identify potential board members.</p> <p>Jim Gompers mentioned the Foundation receives most funding from grants. Committee to look at how to increase smaller giving. Bob Peterson challenged Paul a year from today to look at progress made on committee recommendations and measure. Need major interface with family members and giving can make them feel better about themselves. Need more donors to do recurring gifts – 30% makes a second gift, 60% who make a 2<sup>nd</sup> gift make a third -90% do recurring.</p> <ul style="list-style-type: none"> <li>• Board Giving – Tom Kimble gave overview – goal \$500,000 annually by 2022 and reviewed recommendations. Went out to village board meetings to educate – change perception – change behaviors – build relationships and awareness. Recommend five points: improve Village Board Members Orientation process to include fundraising as a board member responsibility, have PVMF board go out and give presentations, continue Board Giving Month, have two village board members serve on Foundation Board, and share information – what funds are available and how to access them. <b>Motion</b> – Tom Kimble made a motion and Bob Peterson seconded to add two seats for village board</li> </ul>

members to Foundation board with term limits for fair representation. **MOTION APPROVED**

- Engage Staff & Volunteers – Avni Thomas for Bob Schroeder: Avni gave an overview of the recommendations provided in the handout. Jean's Day has been started at home office and some villages; sending a reminder to add PVM as beneficiary to insurance, start system-wide Employee Help Fund, ask Employee Help Fund recipients to consider giving back to fund at a later date.
- Improve Campaign Planning – Henry Johnson: Overviewed five major characteristics of project with high value and high impact – Is it needed?; Does it align with our mission?; Can we deliver on the project?; Is it measureable?; and, Who will benefit? Develop an Idea Sharing form to be managed by the Director of Grants Management.
- Planned Giving Task Force – John Denler: Overview of task force recommendations for continual promotion of planned giving, focus on gifts to villages with administrators as contact, three personalized posters to each village, mail in February annual bequest letters. John and Paul Miller will develop collateral materials and present to each village board meeting regarding Calvin Society. Look at new resident orientation with materials that spotlight the PVM Foundation at new resident receptions.

**Next Great Fundraising Campaign Ideas (Paul Miller)**

- Paul Miller reviewed two handouts – campaign ideas such as Thome North type program at Oakland Woods, possibly Thome East at Lake Huron Woods, Thome West at Westland and Thome Flint at McFarlan. All with PACE integration to slow down premature going into nursing homes. Resident Enabling Technology to increase independence. Leader in Fall Reduction through Village Victory Cup, wellness, etc. Dementia Care/Programs for establishing a support network. Grandfamilies to address dissolution of the nuclear family. Feel these ideas would fit well with PVM Strategic Plan.

6. President's Report

**PVMF Executive Summary (Paul Miller)**

- Executive Summary reviewed.

**Pledge Write-Off (ACTION)**

- Three uncollectible vendor pledges on pg. 49 were presented for write-off.
- **A MOTION WAS MADE BY Mr. Tom Kimble AND SECONDED BY Mr. Paul Hubbard to APPROVE THE MOTION AS PRESENTED.**
- **PASSED UNANIMOUSLY.**

**Village Victory Cup**

- Village Victory Cup June 21<sup>st</sup> at The Suburban Collection Showcase, Novi, MI. Jim Gompers, Henry Johnson, Bill Ball and Paul Hubbard to attend.

**Impact 100 (Avni Thomas)**

- Handout on pages 52-55 outlining purpose and members. Please review and let us know if you know any members you could call for support of the grant we are submitting.

**PVM Update (Roger Myers)**

Grand opening on PACE Central Michigan is next Monday in Mt. Pleasant at 12:30 p.m. Friday, September 27<sup>th</sup> is Strategic Leadership Advance.

7. Treasurer's Report

**Treasurer's Report (Brian Carnaghi)**

- Brian Carnaghi – investment return remains strong – no draw down due to government reopening. Also discussed potential policy for multiyear campaign policy drawdown fore pledges, more to come later on this topic.

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- Two motions pg. 60 – Brian explained each motion per recommendations of auditors.
- Motion 1: **A MOTION WAS MADE BY Tom Kimble AND SECONDED BY Henry Johnson.** Will this harm the Foundation, money already spent. **APPROVED**
- Motion 2: **A MOTION WAS MADE BY Bob Peterson AND SECONDED BY Mark Wallace.** Authorize to cover unrestricted funds to cover pledges. **APPROVED**

8. Executive Session

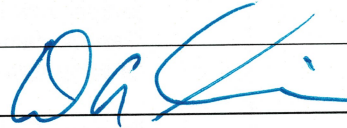
Not Needed

Adjourn

The meeting was adjourned at 4:50 p.m.



Debbie Smith  
Recording Secretary



Donald Lindow  
Secretary

**NEXT MEETING:** PVMF Board Meeting; October 9th (Wednesday), The Village of East Harbor, Chesterfield, MI.