

MINUTES OF THE TUESDAY, OCTOBER 6, 2020 REGULAR BOARD OF DIRECTORS MEETING OF THE PRESBYTERIAN VILLAGES OF MICHIGAN FOUNDATION BOARD HELD AT THE HOME OFFICE OF PRESBYTERIAN VILLAGES OF MICHIGAN AND VIA LIFESIZE

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	2/20 Gala Volunteer & Sponsor Celebration	2/28 Winter Governance Summit	3/10 BOD Mtg.	6/5 Village Victory Cup	6/9 BOD Mtg.	TBD Strategic Leadership Advance	10/6 BOD Mtg.	11/19 Un- Gala	12/1 BOD Mtg.	TOTAL
Bomberski			X		X		X			3
Carnaghi			X		X		X			3
Denler			X		X		X			3
Dixon			--		--		--			0
Gompers			X		X		X			3
Hubbard			--		X		X			2
Johnson			Phone		X		X			3
Kimble			X		X		X			3
Lewis			X		X		X			3
Lindow			--		X		--			1
Machesky			X		--		X			2
Miller			X		X		X			3
Peterson			Phone		X		X			3
Schroeder			X		X		X			3
Snider			X		Resigned		--			1
Utley			Phone		X		X			3
Wallace			Phone		X		X			3
Williams			X		X		X			3
Ex-Officio										
Ball			X		X		X			3
Myers			X		X		X			3

Foundation Staff:

Guests:

Welcome and Call to Order

1. Chairman's Report

2. Calvin Society Membership

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

None

Mr. Gompers called the meeting to order at 11:30 a.m., followed by prayer.

Mr. Gompers announced we need to celebrate \$3.4 in grants received last Monday. Thanked all the behind the scenes for their hard work. PVM also finished a new round of financing.

Approval of the June 9, 2020 Regular Board of Directors Meeting –

A MOTION WAS MADE BY Mr. Bob Peterson AND SECONDED BY Mr. John Utley TO APPROVE the meeting minutes from the June 9, 2020 Regular Board of Directors Meeting. **PASSED UNANIMOUSLY.**

2021 Foundation Board Meeting schedule reviewed.

Mission Moment during COVID-19: Video of Vernice Johnson, resident at Village of Oakland Woods, shown. Her cancer is back and we are asked to pray for her.

Calvin Society Membership (Mr. Denler)

- Mr. Denler explained what the society is – make a bequest or include in estate plan in will, insurance beneficiary, etc. Encouraged to speak with your attorney or financial advisor. Need to grow database of donors, but how should we contact. There is an article in most recent Your Giving Matters newsletter featuring Henry Johnson. Congratulations to John Denler on your retirement.

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3. PVM 75th Virtual Gala Celebration

PVM 75th Virtual Gala Celebration (aka UnGala) (Mr. Schroeder and Ms. Jackson)

- The in person Gala rescheduled to April 30, 2021. 2021 Committee has been meeting.
- There will be a virtual gala on November 19th. Currently soliciting vendors for both galas. Goal for virtual gala is \$150,000 with \$86,000 already raised. Bob, wife Mary and Kern Tomlin will be chairs of the UnGala also. Going to have a super raffle with grand prize of \$5,000. Tickets will be \$25. \$75 or over will receive a swag bag with 75th anniversary pin. Gala will be livestreamed. Need to raise \$5,000 prize. Mr. Schroeder asked each board member to donate \$175 each to cover the prize.
- **A MOTION WAS MADE BY Mr. Bob Peterson AND SECONDED BY Mr. Mark Wallace TO APPROVE** support for each PVMF board member to agree to make a gift of at least \$175 per person, to be paid by November 19, 2020, to fund the virtual raffle prize. **PASSED UNANIMOUSLY.** Board members will be invoiced.

4. Treasurer's Report

Treasurer's Report (Mr. Carnaghi)

- PVM does not owe Foundation and funds. Investment Committee met this morning with an Eagle Capital report. It was down but will rebound - \$1.3 liquidity from Huntington invested 9/30/2020.
- COVID-19 funding – will draw down about \$10M in government support. Believe all \$4.4M borrowed from Paycheck Protection Program should be forgiven in 2021. Grant from State of Michigan of approximately \$150,000 for PPE and \$800,000 from HHS.
- 85 year old gentleman on FA Committee, Al Bogdan, noticed CARES Act funds available and submitted \$3M request for PACE Center at Westland.
- Harbor Inn project does not need any philanthropy. Release balance of \$1.3M VEH H&W Center funds. Nolan Estate funds and PVM bringing some equity to the project. Groundbreaking will be 10/20/2020. Refinancing rate came in at 3.49%.
- Thome Rivertown Like Campuses: FA related projects at Westland, Lake Huron Woods and Oakland Woods. Reposition these campuses in the market. When completed will be serving almost double the amount of residents currently serving.

5. Board Generative Discussion-COVID 19

Board Generative Discussion (Mr. Gompers and Mr. Miller)


- What has the virus taught us in fundraising? Bob Schroeder – most events cancelled, postponed or changed to virtual. Key is to keep the ball rolling on the PVMF gala and not eliminate \$150,000-200,000 usually raised. Paul Miller – parents live up north and shows Paul all the fundraising appeals they receive. Paul's dad shares what he likes and does not like. Mark Wallace – strong desire from his donors to be helpful. Want funds to go as directly to the work as possible. Events with low overhead popular. Providing experiences powerful, providing a box from City Bird to have this experience. Bill Ball – described how Healing Meals came about and David Provost's support. Bill knew of an all video fundraiser over a 3-4 day period. Record portions of fundraiser for later emailed out with highlights. Tom Kimble – corporations put us last on list. Take advantage to try to move up now with emphasis on seniors. Lisa Machesky – be relevant now, digital, how we make a difference. Roger Myers – before COVID issues with people being shut in, invisible and became larger problem with COVID. Tom Kimble – national issue of race relations.
- Examples of other non-profits – Bob Peterson's firm supports PVM and other non-profits but has stopped to all. A lot of people what can they do, but lower income category hit hard, turned a lot of people to misery, spouses not able to see each other. Likes the ungala idea, this is nice way to tell a great story. Paul reminded that had a discussion in March on whether to suspend upcoming galas, time to hit a pause button. John Utley – after COVID people are going to be changed and not having these types of galas. People are going to very weary of coming together in large groups, look to have a virtual side at the same time. Paul Hubbard – solicitations too traditional, be more creative, linking young people with parents. Linda Bomberski – very good input, isolation at all ages. Lisa Machesky – current donors more connected, finding ways to reach out more, i.e. seniors calling donors.
- Virtual Galas likes and dislikes – Duane Lewis - web enhancements, need to capture what makes people feel happy. Paul Miller – we are in the feel good business. Bill Ball – likes good quality video over 3-4 days with more information on their mission. Paul Hubbard – upbeat, music and entertainment, just a little selling approach, short more than just business. Name that tune contest that families could participate with villages against each other. Lisa Machesky – thank you for moving her gala, short pieces, some of same ideas with interactive piece, matching grant for doing same level as previous. Paul Miller – need

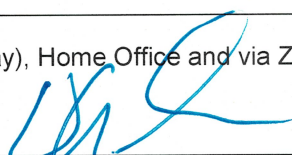
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	<p>an interactive gala. Current research shows 70% of virtual gala attendees leave within 15 minutes to ½ hour. Jim Gompers – amazed by flexibility of group.</p>
6. Major Gifts Committee	<p>Major Gifts Committee Update (Mr. Hubbard)</p> <ul style="list-style-type: none">• Committee organized about two years ago with purpose to go after large gifts. First strategy to develop and cultivate interest in people who have capacity and ability of \$15,000 to 1/2M. Cultivate prospects and put together a list of email blasts (DAC, churches). Put out information about senior citizen housing activities, track reactions, database created during COVID, sending out emails to develop and cultivate their interest in PVM, pictures of family members in other facilities for a picture collage and charge for it during Gala 2021
7. President's Report	<p>President's Report (Mr. Miller)</p> <ul style="list-style-type: none">• Thank you Major Gift Committee for your work. Will be sending customized emails to church groups in next couple of weeks from Roger celebrating 75th anniversary.• In next few weeks will receive PVMF 990 by email and need you to acknowledge you have received it.• Conversation with Donna Snider regarding new Foundation board members. She was last link to First Presbyterian Birmingham who has new pastor. Bob Peterson and Paul have five names to pursue. First Foundation has giving capability, trying to reestablish connection.• Executive Summary – quick reference on where Foundation is at YTD. \$2,994,450 includes all funds raised. Total with 3rd party raised \$3,496,950. CARE funds of \$330,000 for PPE reimbursement for VEI, Weinberg Greenhouses and Westland approved. Should reach 2020 goal.• Grants – thank you Avni for great work on grants especially reporting. Reviewed CARE act funds – asked for over \$770,000. Money from federal government sources have definite rules. \$438,000 confirmed to date and working with villages to confirm using properly. Money from Macomb County and United Way.• Mailing/Publications – Newsletter to be mailed around December 1st. Main story an employee who had COVID and received help from Staff Emergency fund. Yearend Appeal ask for PPE support, every Thursday email blast-emails are for stewardship, an ask or reminder of upcoming events.• Open Position – hire someone to steward grants and free up staff time to research more grants. More to come at December meeting regarding plan. Paul Hubbard suggested using corporations we have good relationship with to write press releases, possibly Detroit Riverfront Conservatory.• PVM Update - Mr. Myers: It was decided that on the Tuesday following the PVM Board Meeting, a Zoom meeting would be held to share governance update, restructuring PVM-wide committees. Harbor Inn groundbreaking 2 weeks (10/20) at 11:00 a.m. all board members invited. Through a consultant, we have an opening to Kellogg Foundation (Faye Nelson) an opportunity to talk with her regarding turning Oakland Woods into Thome-like campus. Next Friday Paul Miller is going to Alma to meet Masonic Homes/Michigan Masons about leadership for their Foundation. Currently Michigan Masonic Charitable Foundation without an Executive Director. Pausing to evaluate and looking for direction.
8. Executive Session	<p><u>Executive Session</u></p> <ul style="list-style-type: none">• Not needed.
9. Adjournment	<p>The meeting was adjourned at 2:00 p.m.</p>

NEXT MEETING: PVMF Board Meeting; December 1, 2020 (Tuesday), Home Office and via Zoom.


Debbie Smith
Recording Secretary


Donald Lindow
Secretary