

MINUTES OF THE TUESDAY, SEPTEMBER 26, 2023 REGULAR BOARD OF DIRECTORS MEETING OF THE PRESBYTERIAN VILLAGES OF MICHIGAN FOUNDATION BOARD HELD AT THE VILLAGE OF REDFORD AND VIA ZOOM

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	3/7 BOD Mtg.	4/25 Special BOD Mtg.	6/6 BOD Mtg.	6/26 Special BOD Mtg.	9/26 BOD Mtg.	10/27 Gala	12/5 BOD Mtg.	TOTAL
Blalock	X	X	X	X	X			
Bomberski	X	X	X	--	--			
Boyle	X	X	X	--	X			
Carnaghi	X	X	--	X	X			
Conway	X	X	X	X	--			
Denler	X	X	--	X	X			
Gompers	X	X	X	X	X			
Hubbard	X	X	X	--	X			
Johnson	X	X	--	--	--			
Kimble	X	X	X	--	X			
Lewis	--	X	--	--	--			
Miller	X	X	X	X	X			
Nunn	N/A	N/A	N/A	N/A	X			
Peterson	X	X	X	X	X			
Romalia	X	--	X	--	X			
Schroeder	X	X	X	X	X			
Utlely	--	--	X	X	X			
Wallace	--	X	--	X	X			
Williams	X	X	--	X	X			
Ex-Officio								
Myers	X	--	X	X	X			
Prues	X	--	X	X	--			

Foundation Staff:

Guests:

1. Welcome and
Call to Order

2. Chairman's
Report

Ms. Avni Thomas, Ms. Devon Meier, Ms. Tabatha Maxwell, Ms. Sonya Thompson

Ms. Sandra Pringle, Mr. Brian Carnaghi

Mr. Gompers called the meeting to order at 11:32 am., followed by prayer

- Mission Moment – presented by Ms. Sandra Pringle, Redford Village resident
 - Resident of Redford since July of 2021 and is active in activities, Friends and Family, and the gala raffle
 - Found PVM through Hartford Church and is close friends with Lynda Jefferies
- Remembering Yalonda Jackson

Chairman's Report (Mr. Gompers)

- Welcome, Marcia Nunn, new PVM Foundation Board Member
- Welcome, Sonya Thompson, new PVM Foundation Staff, Donor Relations and Database Coordinator
- Approval of June 6, 2023 Meeting Minutes (**ACTION**)
 - **A motion was made by Mark Boyle and seconded by Paul Hubbard to approve the June 6, 2023 Special Board Meeting Minutes. Passed unanimously.**
- Approval of June 26, 2023 Special Meeting Minutes (**ACTION**)
 - **A motion was made by Bob Schroeder and seconded by Mark Boyle to approve the June 26, 2023 Special Board Meeting Minutes. Passed unanimously.**
- 2024- PVM Foundation Board of Directors Meeting Schedule
 - March 5th (virtual, via zoom)
 - June 11th (location TBD)
 - September 17th (location TBD)
 - December 10th (PVM Home Office)
 - Board members can pass along suggestions for locations to hold the June 11

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	and September 17 meeting (ex: Hartford, PACE sites, Riverfront)
3. PVM Gala	<ul style="list-style-type: none"> • Discuss upcoming PVM and PVMF Board self-assessment <ul style="list-style-type: none"> ○ Performing a self- assessment is considered best practice of boards ○ PVM governance rolled this out to all of the Village Boards at the start of 2023 ○ The feedback obtained is used by each board to internally assess their performance ○ In October, the board will receive a survey and return the results to Lynda Jefferies. Lynda will tally the results and return it back to the board for them to assess at a following meeting. ○ Looking for 100% participation
	PVM Gala (Mr. Schroeder and Ms. Meier) <ul style="list-style-type: none"> • Theme- "Lights, Camera, Action" • \$300,000 fundraising goal, \$265,000 raised to date <ul style="list-style-type: none"> ○ Ordered more raffle tickets to sell (4,500 to sell now, \$10 each) ○ Do not have to be present to win ○ <u>THANK YOU</u> to the PVMF Board for sponsoring the \$4,000 cash prize ○ Please reach out to Paul Miller to purchase gala tickets, raffle tickets, sponsorships, donations, etc. • Gala chairs- Dr. Lynda Jefferies and Karin Flint • Location- Henry Hotel- 300 Town Center Dr., Dearborn, MI 48126 • Date- Friday, October 27 • Board Member Gifts
4. Board Generative Discussion	Board Generative Discussion (Ms. Romalia and Mr. Miller) <ul style="list-style-type: none"> • Review and discussion of PVMF's emails and mailings (impact and moving donors to the mission) <ul style="list-style-type: none"> ○ Discussion surrounding video linked here: https://nonprofitstorytellingconference.com/number-1-story-that-raises-money/?utm_source=betterfundraising&utm_campaign=blog ○ Telling complete vs. incomplete stories, which raises the most money? <ul style="list-style-type: none"> ▪ Don't finish the story. Let your donors see themselves as the ones who complete the story ▪ Add urgency by asking for help for seniors TODAY, not in the future ▪ Donor should be the hero of the story ○ Group breakout topic 1: What is PVM's Incomplete Story? <ul style="list-style-type: none"> ▪ Resident activities for social connections, walking path, exercise equipment ▪ Supplies for COVID resurgence ▪ Innovative housing (automated lighting, temp control, voice commands) ▪ Find unmet needs and focus on individual people or Villages (go fund me style) ▪ Transportation (VVC and in general) <ul style="list-style-type: none"> • Concern that the general public won't know what the VVC is ▪ Furniture, food, etc., for a new incoming resident with nothing ▪ Resident Emergency Help Fund and Benevolence ▪ Affordable housing for those who do not qualify for subsidized housing and cannot afford market rate ▪ Establish a fund to support advocacy and lobbying ▪ Unmet needs for those 90 years and older ○ Topic 2: What are other organizations sending you that compel you to donate? <ul style="list-style-type: none"> ▪ They focus on one person or one pet. Focusing on one person makes it more relatable and makes it more realistic that their gift will make an impact. ▪ Segmentation based on which Village is local to them ○ What do you think are the biggest challenges organizations like PVM have? <ul style="list-style-type: none"> ▪ Staffing <ul style="list-style-type: none"> • Brio Living sent an appeal requesting support for staff <ul style="list-style-type: none"> ○ This is becoming more common among organizations ○ Usually established by a large gift ○ Homework for the group: <ul style="list-style-type: none"> ▪ Look at our year-end appeal for five seconds as a non-believer (look as someone not invested in PVM) to see if the messaging is compelling ▪ Share with Paul what you like about the appeal (envelope, sentences in the appeal, etc.)

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5. President's
Report

President's Report (Mr. Miller)

- Staff Changes and new org chart
 - Please reach out to Paul or Avni if you know of anyone looking to work in grants, either full or part-time
- Executive Summary
 - Currently at around \$3.6M of \$4.3M of our annual fundraising goal
- Campaign for the Ages Update
 - \$12.6M raised of \$19.5M campaign goal
- Summer edition of Your Giving Matters
 - If you did not receive the newsletter, please let us know so we can update your mailing address on file
- Motion to write off \$20,000 of a \$50,000 pledge from Morrison made on 3/1/2000 **(ACTION)**
 - **A motion was made by Paul Hubbard and seconded by Marcia Nunn to table** this discussion until after we contact Morrison to attempt to collect payment for the remaining \$20,000 on the pledge. **Passed unanimously.**
- Grants Update **(Ms. Thomas)**
 - Herrick Foundation- \$1M grant to be submitted for Campaign for the Ages Westland
 - Wendy from the Herrick Foundation volunteered to work with PVM to reach out to her contacts to encourage them to support Campaign for the Ages
 - CS Mott Foundation
 - Still have about \$1M gap left for the Campaign for the Ages McFarlan
 - In the process of requesting a \$750,000 additional grant for Campaign for the Ages McFarlan from CS Mott
 - We need YOUR help connecting to Anna Main Charitable Trust and DMC Foundation (not the one at the Community Foundation)
 - Please contact athomas@pvm.org if you have any contacts at either Foundation
- Legacy Society Update **(Ms. Meier)**
 - Four new members of the Legacy Society and three new commitments
 - Currently have seven new members in 2023 out of our goal of eight
 - Marcia Nunn joins the Legacy Committee
 - Upcoming Legacy survey in early 2024
- PVM Update **(Mr. Myers)**
 - Recap of the Legislative Breakfast on September 19th
 - PVM will take over the management of Alpena Pines from Wellsprings Lutheran Services on October 1, 2023
 - Update on filling vacant positions
 - 2023 LeadingAge Ziegler 200 Listing
 - If you have any questions on the report Roger emailed out on 9/25/23, please contact Paul Miller or Roger Myers
- Fall Reduction Committee
 - New committee of current and past board members, PVM staff, physicians, etc.
 - Led a presentation that can be used to present across the Villages and the VEH. The program was very well attended and we plan to replicate this across other Villages.
 - If anyone knows of any groups such as churches or civic groups that are interested in hearing more, please let us know and we are happy to present to them as well

6. Treasurer's
Report

Treasurer's Report (Mr. Blalock)

- Motion to approve drawing \$500k from the FA LOC to pay for pre-development work at Oakland Woods and Lake Huron Woods **(ACTION)**
 - **A motion was made by Mark Boyle and seconded by Bob Schroeder to approve** a drawing \$500k from the FA LOC for pre-development work at Oakland Woods and Lake Huron Woods. **Passed unanimously.**
- Approve the Special Line of Credit of \$1.2M to PVM for paying down a portion of debt owed to Huntington National Bank, contingent on the approval of this motion from the PVM Corporate Board **(ACTION)**
 - This was approved by the PVM Finance Committee on 9/25/23
 - **A motion was made by Marcia Nunn and seconded by Paul Hubbard to approve** a new \$1.2M line of credit to PVM to pay Huntington Bank, contingent on the approval from the PVM board on 9/28/23. **Passed unanimously.**

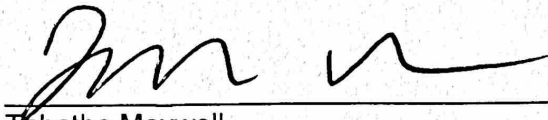
- We are in this position due to the amount of time it took for us to bounce back on occupancy post-COVID, overall costs are up, PVM properties owe money to PVM, and delays in the closing of the Campaign for the Ages projects

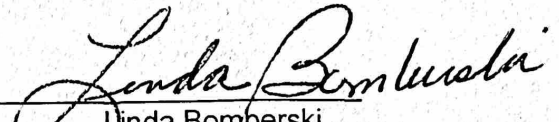
7. Adjournment

Adjournment

- The meeting was adjourned at 2:04 pm

NEXT MEETING: PVMF Board Meeting; December 5, 2023 (Tuesday), location TBD
or Zoom.


Tabatha Maxwell
Recording Secretary


Linda Bomberski
Secretary