



MEETING AGENDA

Topic: Monthly Board Meeting

Date: July 11, 2023

Attending: Chad Black, Cloud Conrad, John Copenhaver, Libby Dunahoo, David Frye, Doug Hanson, Bill Wittel, Anslee Wilson

Absent: Jill Crunkleton, Bill Rhoads, Joe Dennis, Will Hicks

Bill thanked everyone who is here today. We are excited to share how much we have moved forward since our last meeting. We welcome Anslee Wilson to our Board.

Introducing herself, Anslee told us that she worked at Smith, Gilliam, Williams & Miles in college before becoming a Georgia realtor, and now leads The Helping Hand Home Care which she founded 12 years ago. Her business is directly dementia related. She is involved in CCOA, a Women's Resource board member, a North Georgia Senior Resources Group member, a commerce club member. Anslee is also involved in Georgia Community Care Providers and Home Care Association of America. She is thrilled to be on our Board.

The June board meeting minutes were approved after a motion to vote by Doug Hanson and seconded by Libby Dunahoo.

Our Board structure going forward will include some committee chair assignments we've chosen to consolidate the duties by player. Thus, Treasurer Doug will chair the finance committee, and VP David Frye will chair the business development committee. Additionally, John Copenhaver will chair the Governance Committee and Cloud Conrad will chair Programs and Communications.

David reported on business development. Throughout his career he traveled the world to establish various telecommunications and electronics operations abroad. His approach is to know the person, and that has helped him connect the dots making friends the world over. His background blends telecommunications with medical concerns, and the two are tied closely together. He has taken a great interest in telemedicine, tying electronics, communication and medicine (dementia) together. He also follows dementia research around the globe and can bring in research papers, state agencies, national agencies, international agencies. And he's looking at artificial intelligence as an aide to our work. He envisions putting something together locally and then regionally, then nationally and internationally.

John Copenhaver views on governance and how we move forward. He's been chairman and chief executive of non-profits before as well as a presidential appointee under Clinton in the southeast region of FEMA disaster recovery. He sees three high priorities – (1) climate change with unprecedented heat and energized natural events causing damage (2) rise of artificial intelligence and unforeseen impacts and (3) the way we are working (or not working) with health care and specifically seniors. Given the population swell of aging Americans we are not as prepared as we should be to have the level of healthcare necessary to be accessible, available to all. The rapid increase in numbers of people over 60 years old is already causing a concerning situation, but the increase in dementia cases will be one of the key challenges of the next ten years. With a background in contingency management, he foresees an increased need for sustainable solutions to this



challenge. Beyond Dementia Coalition has a powerful engine. But an organization's governance is the transmission. Following good governance practices by knowing our roles and responsibilities, defining our by-laws and ground rules that we use to function and ensuring that we all have the ground rules will help us operate well and also help all organizations understand how we operate, which helps build partnerships. He is excited to work with this board to provide operating capital to grow so that we can focus on this priority issue. John is an active member of the Georgia State Bar Association.

Doug Hanson reported on our Treasury. Doug had a 40-year career working with Dupont, specifically in Corian®. He has time and resources and health in retirement and that is he is involved with BDC. Now that North Georgia Works, a transitional program to help re-assimilate those coming out of prison into the community, is up and running he can turn his attention to other things. Although I am not a CPA, his skills in gifting may be applicable here. With his experience with prostate cancer and proton therapy, medicine is important to him. Doug shared a balance sheet and P+L statement prepared using QB, and Peach State Bank account and NGCF account plus the Swyft filings He reports we have \$3500 in net income based on activity from 2-8-23 to present.

Bill thanked Doug for his donation to fund our first responders' event.

Will reported via email, as follows. "Regarding the by-laws, NGCF did not include sample by laws in their offerings to us. There are some conflict-of-interest samples that we can make use of but no formation documents. I was able to find sample non-profit by laws online but due to the amount of organizational information and customization that needs to be included, I think, for liability purposes, we need to involve an attorney in this process. My understanding is that a Governance Committee is going to be formed and I would recommend that this be added to their list of responsibilities.

"For information purposes, I would ask that all board members provide the following information: name, address, email, best phone, occupation. I will send out an email to all asking for your response. Once assembled, I will send this info out to the board."

Cloud reported on programs and communications. Regarding the VDT, we met with Zach Brackett for a site visit this morning and planned how we would use the available space. We hope this VDT will be the precursor to several more events specifically for ground personnel. Our next VDT will be at INK in August. We are still working on registration capability and aim to have something in place by 7-22-23 so that we can announce the event four weeks ahead of time. Anslee suggested Signup Genius and Cloud will investigate. Volunteers for this Friday's VDT are Doug, David, Bill, someone Bill will invite, and Anslee in the afternoon. Chad will come take the tour. Chad will reach out to Chief Armstrong to see if he can come. Rachell Estes will send Nick Watson. Chad will send Bill Nick's cell phone.

On communications, we now have a press section on the website. The current press kit will be available as a download but also, each bit of coverage and each press release will be accessible via link in an ever-growing compilation. This method is good for SEO and also for UX (user experience). Cloud wants to add Board bios to the About Us page and will post them once all are received. Please submit a bio of no more than 200 words (100-ish is better) to Cloud before August 1. An email request and a reminder will be sent out.

Doug suggested that a certificate of completion would be a good marketing tool and boost a sense of achievement for employee participants. Cloud can make these before Friday and distribute during the debrief.



John shared that once the train gets more recognized we should work with other organizations to collaborate on dementia-related CE requirements for gerontology specialists.

David thought that perhaps the Brenau RN program might connect us to some volunteers, and Anslee said she will inquire about this at her company.

Libby said that she used to work on state licensing exams and can lend experience to this sort of effort for BDC.

Doug suggested we start a database of VDT participants for future communication purposes.

John shared a link to a video "The Restaurant for Mistaken Orders" about a restaurant in Japan with a 99% customer satisfaction rating even though it is staffed by those with dementia who take/serve orders incorrectly over 1/3 of the time. This sparked renewed interest in partnering with a restaurant in town, and re-surfaced the Purple Chicken program concept.

INK program for tours for people with dementia will be discussed in the future.

In closing remarks, we heard that fundraising outreach is a high priority. Also, HB987 is pure profit for us. And that our meeting with Second Wind Dreams suggests that they are willing to rethink our relationship as we've requested. Cresswind is a valuable non-profit partner.

Our next meeting will be scheduled for either August 1st or 15th depending on members' availability. Bill Wittel will share more on this soon. The August meeting will be held at the existing INK location at 999 Chestnut Street in Gainesville.

We adjourned at 1:30 pm.