



Meeting Minutes

Date	June 6, 2023
Present	Bill Wittel, Cloud Conrad, Jill Crunkleton, Libby Dunahoo, David Frye, Doug Hanson, Will Hix, Bill Rhoads
Not Present	Chad Black, Joe Dennis, John Copenhaver

The Board convened shortly after 12:00, following the morning strategic planning session. The following comments were shared prior to the formal agenda.

Jill mentioned she has a colleague who could possibly be the point person for Gainesville city police, regarding dementia training/VDT.

Cloud mentioned that as we go into discussion with Second Wind Dreams regarding a special arrangement for BDC, we should look at our mission scope as encompassing all of north Georgia. Will stated our hope is to negotiate some sort of exclusivity and licensing agreement, or special rate for unlimited use. Cloud suggested exclusivity may not be possible, as there are already CTs in the Gainesville/north Georgia area.

It was suggested that we approach the fire/police stations closest to Cresswind about first responder VDT training as Cresswind is willing to fund a VDT event near the community. Doug will fund the first one to remove any potential barrier the event fees could present.

Bill Wittel introduced the first topic on the formal agenda as the Board structure and operations, to discuss who should draw a salary and how that fit into the organization structure.

He thanked Jill for all she had done to bring us to where we are today. He mentioned that Cloud and he have been working together since 2018 and that New Street Compass, Cloud's company, and Beyond Dementia Coalition share a parallel goal/mission. Bill proposed that at some point Cloud should become part of the organization as a paid employee. He said he would love to see her be the president, as a day-to-day leader in the present and for sustainability of the organization looking forward. He said we should also bring on someone who can handle administrative tasks. Will asked whether we can we afford this, point out that we are looking at five positions that will need to be voted on by the Board. He said that typically the executive team would recommend the hiring of appropriate individuals and extend the offer and that the Board would decide whether to approve such



recommendations. Bill offered that this is a transition period, and that Cloud would not draw a salary until January of 2024.

Will stated that for our group, the finance committee should be led by a staff person, the governance committee would be temporary, the PR committee would be led by the Board VP, and that the executive committee would include staff members and the Board president and vice president. He also stated that we should initially have one-year terms for Board members as we get the organization up and running, and then have staggered terms for Board members to ensure organizational stability.

The Board structure was proposed as follows: Bill Wittel as Board President. David Frye as Board Vice President, Will Hicks as Board Secretary, and Doug Hanson as Board Treasurer, with Cloud Conrad as BDC's Executive Director.

Bill Rhoads motioned to vote on this proposal and Jill Crunkleton seconded. The vote approved the Board as proposed and outlined above.

In terms of a reporting infrastructure, the group agreed to keep it as nimble as possible.

We will meet monthly as a Board. It was suggested that future meetings be scheduled for 90 minutes as opposed to 60, since we have run over the scheduled hour duration with each meeting this spring.

Bill turned the conversation to VDT events. He said that, regarding VDTs, we can't overextend ourselves in terms of commitments, heeding Bill Papciak's advice to walk before we run. Nevertheless, we will need to build some successes while we wait for the 1st responders' event in Hall County to occur. We decided to create a proof point, no matter where. Cloud suggested we reach out to Cresswind in Hoschton, or the fire department in Winder/Barrow County, mentioning a contact there.

Bill raised the third topic, PR.

He just finished an interview at INK with the Gainesville Times, talking about BDC's formation as a non-profit organization and designating INK as a permanent spot for the VDT. We are currently working on the website facilitation of a registration process. The article will come out explaining the relationship between INK and BDC. We shared that the planning is in place for the Hall County first responders VDT event.

The topic of fundraising followed. Bill reported that we are involved with NGCF and we can now receive tax-deductible gifts and donations as well as grants. Bill will follow up on this process with Margaux at NGCF.

It was suggested that we budget at least two VDTs ahead so that we can fulfill requests as they arise.



Will suggested that our immediate need is \$20,000 to cover the VDTs in discussion and other organizational start-up needs between now and the end of the year. \$20,000 should be the target. Cloud said we will need an info sheet for fundraising development right away.

CCOA, in conversation with Bill, said their immediate need is to have a guest house for those with dementia. Bill Rhoads was on the previous guest house board and reported that the entire finance committee resigned *en masse*, and that the pandemic was not the only thing that caused the guest house downfall. The lack of a formal PR effort and space constraints presented additional problems. The first guest house fundraiser was a trivia night at the civic center, and it was very successful. Bill Wittel suggests that with a guest house offering we could be addressing the BDC full mission.

Will Hicks saw this as a potential five-year goal, anticipating a feasibility study and perhaps recruitment of partners. The feasibility study would be focused on learning what we don't know in terms of licensing, skill set, operational considerations and more. The prior guest house's average daily enrollment was somewhere from 12 – 20 people. With the right space, this could be a tremendous dementia-related service to the community.

Regarding Second Wind Dreams, the negotiation needs to be approached promptly, as we have two dates with INK scheduled, a Cresswind event pending, the Hall County first responders event pending.

Our PR efforts can be extended to social media, by providing a templated post and image that Board members can use to announce the first responders Hall County and INK public events in their own social media channels.

Bill Rhoads suggested that we develop content for newsletters at Cresswind and other VDT host sites to help them promote their event, including an image, text, and link to register.

Libby Dunahoo suggested that Jill might help by presenting awareness programs about BDC. Jill was open to this, pending scheduling, as she is intermittently available in the near term. Jill will be doing a Grief and Loss with Dementia program for 4 hours on the 28th of June in Gainesville.

Jill stated that we want to help people who are in the “wondering” stage about dementia pre-diagnosis.

Libby recommended that we pursue the road map concept carried over from BDC's early planning work, comprised of a series of questions that will take people down different paths depending on their answers to specific questions, that is available on



our website, and steer participants to local resources based upon their answers to those questions – local and national resources as appropriate to participant needs.

Cloud said that we have a need for an elevator speech and an awareness speech for BDC Board members and that these will be developed following the approval of our strategic plan for year one.

Bill said that we may have a BDC event at Cresswind. Cloud will collaborate with Jill on the programming concept for this event. We will also collaborate with Bill Papciak and Bill Wittel on what the event might include.

Bill Wittel will facilitate setting up the committees and their meetings schedules. Cloud will compile the strategy document that can be shared with all committees in advance of their first meeting.

We discussed a more permanent meeting location, and it may possibly be at Bill Rhoads' office in the near term.

Another immediate need is developing organizational by-laws. Will Hicks will look to NGCF for an existing template we can modify for our purposes.

We will send a recurring calendar invite. The next meeting will be at this location, Smith, Gilliam, Williams, and Miles.

The meeting adjourned at approximately 1:30 pm.