



Date	April 4, 2023
Present	Bill Wittel, Cloud Conrad, Jill Crunkleton, Libby Dunahoo, David Frye, Doug Hanson, Will Hix, Bill Rhoads
Absent	Chad Black, Joe Dennis, John Copenhaver

Bill convened the meeting at 12:00 pm.

Opening remarks:

Bill thanked Jill Crunkleton and Darren White, for organizing and leading coalition members through the visioning/planning phase, logo development, and earliest efforts to support our cause. Jill and Darren helped to establish the BDC framework but then Covid hit, impeding that early momentum. Jill had to move on, caring for her dad, and Darren moved. Bill picked up the ball January of 2022. We are now at a point where we can resume our efforts, most immediately focusing on what deliverables we might bring to the community. We had two successful projects in 2022, the BULLI course for dementia caregiving spouses and the Emergency Comfort Kits, which took a lot of hours. Also, special thanks to Cloud Conrad for her contributions to the planning and delivery of our 2022 BULLI course for dementia caregiver spouses and to Bill Papciak, the President of the Board of Directors for Cresswind Community Foundation which, through Bill’s guidance, funded the start-up costs for our organization. Bill also thanked Libby Dunahoo for helping to see through the two major projects of last year.

The demand to reach the community is tremendous. We can’t accomplish what we need based on volunteers, will need a full administrative team to manage as a business. Libby and Bill P. suggested the formation of a 501c3. Here we are today.

Introductions:

Libby Dunahoo handles advanced care planning for NGHS, and was previously a member of Beyond Dementia Coalition (BDC).

Doug Hanson founded North Georgia Works, and worked 40 years with Dupont. He was named volunteer of the year for Gainesville/Hall County for his work with humanitarian causes.

Jill Crunkleton is a LCSW providing dementia education through counsel and consultation with families facing dementia, also working part time with NGMC focused on bereavement counsel and creative interventions in hospice. Known as “the singing hospice worker”, she got into

dementia because many of her hospice patients had dementia. Before forming BDC, she convened a more informal group surrounding dementia-related issues.

Will Hicks, CFP, AIF, Vice President/Investments at Stifel in Gainesville and also Bill Wittel's son-in-law.

Cloud Conrad is a dementia care educator and course designer/developer, bringing 30 years experience as a marketing/communications specialist in the Atlanta area to our efforts. She switched careers to answer a call she heard while caring for her father with dementia.

David Frye has known Bill for over 20 years, developing a friendship through their working relationship in telecom. He was a military advisor at the age of 21 in Vietnam. He knew Ellen and saw dementia's impact first hand. David wants to leave something behind that he can be proud of, and when he heard Bill's story and intentions, decided to get involved.

Bill Rhoads is an attorney with Smith, Gilliam, Williams, & Miles in Gainesville focused on elder estate planning and regularly works with clients with dementia or other cognitive decline. Bill helped in the legal filings to date, incorporating and acquiring a tax id number.

Bill Wittel shared words from an email he received from Bill Papciak, Cresswind Community Foundation. Bill P advised us to accomplish 2 – 3 great things this year, and to “walk before you run”. He continued that our first year goals should be centered on establishing what the BDC stands for, getting board member commitments early, and to raise \$25 – 50k by the end of 2023.

Details on what it took to form the present day BDC and implement the initial projects:

The BULLI course for spouses with dementia spanned six sessions, including the Virtual Dementia Tour. The VDT event included members of Cresswind Community Foundation LLC (CCF) (the philanthropic arm of a retirement community of residents 65+, that is committed to helping seniors in Hall County and has identified the VDT as one of two projects they want to contribute to this year). Cloud Conrad was one of the course's instructors.

The Emergency Comfort Kit project was a 10 month effort. We accomplished this by establishing a supply chain from scratch, involving the American Red Cross (ARC) and Wisdom Keepers (WK) as contributors/partners. ARC provided hygiene kits. WK volunteers helped manage supply chain process. CCF funded the bags plus the Plan in a Can (a 2018 WK project), UGA supplied the empty tennis ball cans and we got some publicity as a result. Our customers/recipients are also part of the coalition, some both as part of our supply chain and also recipients. We transitioned them in the project closing by providing guidelines for how to sustain the project long term. We tested our proof of concept at Grace Episcopal Church in Gainesville, and then introduced the program to Lakewood Baptist, First United Methodist Church and Legacy Link. The churches each received 30 of the 300 total kits produced. Each organization also received guidelines to sustain the program going forward according to their needs. As things evolved, we found that Legacy Link was our hot spot as far as immediate

demand with 800 total clients, including an estimated 400 who could use these kits. Legacy Link has just taken 300 more cans to distribute. The contact at churches would be Senior Ministries lead or Ministry of Caring lead.

Bringing new partners in to the coalition has been largely organic. A friend of Bill's is part of the North Georgia Fiber Guild (NGFG). This guild meets in the Arts Council basement. Bill presented and the guild adopted a twiddle project for fidgeting to calm agitation. Twiddle muffs generally cost \$35 if you buy them online. Bill connected them with Legacy Link and they are now part of our coalition as a guild. They are currently exploring which fibers might be the best options for those with allergies and/or sensitive skin. This partnership is a great example of how we can grow our coalition and reach/impact organically. Bill is the facilitator and provides the connections.

Doug asked about documentation of our efforts, which might be useful in seeking funding. Bill confirmed that we have all sorts of documentation of these efforts.

#### Legal considerations:

Bill Rhoads reported that he helped Bill Wittel establish a Georgia non-profit corporation and is getting set up now to acquire our 501c3 status. He created articles of incorporation with a June annual renewal. He now needs decisions about how the Board will be set up (number of members, requirements for decisions by vote, term lengths and limits, compensation, etc.). He recommended staggered terms, and mandatory term limits (to protect against member burnout, stale ideas, the overburdening of a few, for example). He recommended a January – December fiscal year and suggested that we identify goals and budget before finalizing the Board because it is problematic to do both simultaneously. He also suggested that we have our budget finalized between November and February.

Will Hicks concurred that new members should come on after a fourth quarter budgeting process. He offered that three year terms are better than two, and that two terms seemed an appropriate limit on board member service.

Doug Janson prefers a January – December fiscal year and believes that three year terms provide more stability as we enlarge the board. He advised that establishing the 501c3 takes a long time, and that we will need a way to address donations in the interim.

Will suggested that this could be handled via the community foundation. Doug added that we should identify a fiscal sponsor, now that we have the corporation, providing a route for donation the 501c3 is established, when BDC will become a different sort of candidate. This way donors can still claim a tax deduction.

Doug suggested that the budget once established every fourth quarter, or at least the financial statements, should be reviewed during every Board meeting.

Bill Wittel said that David Stewart set us up on QB and that he has the software installed and working.

Bill Rhoads said he will need to revise all the governance documents to reflect our conclusions that three year staggered terms, with a two-term limit. Will Hix suggested that we blind draw who will roll out sooner, and that a calendar year cadence might be best.

Regarding votes, Will suggested that basic decisions be based on simple majority vote, but that for major decisions such as selling assets a two thirds majority might be better. Changes to the by-laws might also have a different tier than day to day decisions. Bill Rhoads cautioned against having “rules” – that we might get bogged down in this. Bill Rhoads will further flesh out structure.

### Marketing:

Cloud Conrad suggested that we will need a press kit, which will build over time as we have more to announce. Initially, we will issue an announcement of our formation, likely timed for our first event in 2023 (which is anticipated to be the VDT for first responders). The press releases will all have a boiler plate “About BDC” section at the end. Cloud will draft such a paragraph and seek input from Board members, and revise accordingly, working with all to reach a final, approved version.

Cloud also discussed the building of our website, which we will work to finalize and go live in time to announce the first responders VDT, so that we will have the benefits of a web presence around our identity along with the first press announcement. Rachel Estes from the Gainesville Times will support our event with a story.

Will Hicks suggested that we time that event and announcement to coincide with Dementia Awareness Week at the end of May and all agreed.

Cloud will propose a content strategy/navigation for the website and share with others for input prior to any web development. David Frye mentioned artificial intelligence and search results and suggested a simple structure, while providing a compiled list of website suggestions. Cloud offered that the content, navigation, and keywords will be strategized with simplicity and search results in mind. We determined that having a resource section on the site would be of high value to site visitors.

Bill Rhoads said that Swyft filings to get the trademark are in process but not finalized yet.

### Meeting schedule:

As a group we determined that we will meet at noon on the first Tuesday of each month. The next meeting will be on May 2<sup>nd</sup>. Libby will send out meeting invite, Cloud will send out minutes and action items.

We adjourned at 1 pm.