



## Meeting Minutes

---

November 30, 2023

Present: Cloud Conrad, John Copenhaver, Libby Dunahoo, David Frye, Doug Hanson, Bill Rhoads, Gery Roth, Ashley Trammel, Ansley Wilson

(Executive Director's note: All minutes and official documents will be housed on a private page on our website: <http://beyonddementiacoalition.org/dashboard30503>)

Bill opened the meeting at 12:00 pm by welcoming everyone and sharing that BDC is firmly embedded within the Hall County community (and beyond) in terms of volunteers and in terms of partnerships, listing these as partners with whom we have worked/collaborated with this year: North Georgia Community Foundation (NGCF), INK, CCOA, NGSR, Second Wind Dreams, Helping Hall County, Wisdom Project 2030, Alzheimer's Association, and Adults Caring for Aging Parents (ACAP).

EVENTS UPDATE: Recent events included the Suwanee Alzheimer's Association WALK and the Cresswind Forum. Gerry shared that the weather was a big factor in limiting attendance; we did not have many booth visitors that day. But the booth was donated by Alzheimer's Association. The value of these events is also in the networking that takes place as well as further strengthening our relationship with AA.

Bill shared that we currently have four VDTs planned for Q1 2024 (NGSR, Wisdom Keepers, and two full day VDTs for all 120 Hall County sheriff's deputies).

Friendship Senior Centers (Sarasota, FL) expressed interest in hosting a VDT. Friendship is also interested in collaborating with BDC on launching their own Emergency Comfort Kit program in Pinellas County. John Copenhaver said that the Red Cross is distributing the ECKs and that FEMA Region 4 is partnered with the Red Cross to ensure the kits are distributed appropriately. Leah Crager, the new public affairs officer, is interested in working with us on ECK distribution.

Bill mentioned that BDC is interested in piloting something similar to the Friendship senior assessment model – to identify which new adult day clients have/may have dementia – in an effort to staff and program appropriately for two very different sorts of adult day clients, which would make it possible to up-level the adult day model service delivery in Georgia. There is growing interest among the Gainesville community to resurrect the Guest House – strategic synergies exist for BDC to help guide a pilot to explore this assessment and differentiated programming model for adult day services through a venue such as a new version of the Guest House. Bill is thinking of establishing an ad hoc committee to examine the feasibility of this concept.

The Cresswind Forum went extremely well (Bruce Leyton and Cloud Conrad presented to ~150 attendees, an SRO crowd) and our contact there is considering what the next level of dementia education should be for residents in this 1300+ home retirement community. The audience enthusiasm was very strong and the questions asked were sophisticated, an indication of interest with the topic and engagement with the material presented. This will mean further engagements for BDC at Cresswind in 2024. Cresswind has been an enthusiastic supporter of BDC this year.



MINUTES: Bill Rhoads motioned to approve our October minutes. Libby Dunahoo seconded, and the minutes were approved.

TREASURERS REPORT: Doug Hanson reported that we currently have \$2864 in the bank. Bill reinforced the need for fundraising.

BYLAWS: John Copenhaver was instrumental in creating the current draft of our bylaw. His work has been intended to make our bylaws straightforward, accurate, and an effective representation of our commitment to good governance practices for potential donors, sponsors, and grantors.

Board members received the bylaws latest draft prior to our meeting. The most current draft can be found on our private page: <http://beyonddementiacoalition.org/dashboard30503/bylaws>

Gerry Roth asked for clarification on the length of term, maximum consecutive terms, and hiatus period following maximum consecutive terms. The correct information is that, following our interim transition plan, board members will serve three (3) year terms, with a maximum of two (2) consecutive terms, and a one (1) year wait period following a second term before becoming eligible to run again.

Cloud highlighted the requirements for board members. These include: (a) attending a minimum of nine (9) monthly board meetings (unless arranged privately with the Chair/CEO), (b) serve on at least one (1) committee whether standing or ad hoc, (c) fundraise for the organization, and (d) represent BDC professionally.

Anslee Wilson asked whether board members had to be local. This raised the topic of having an advisory board. Advisory board members need not be local. Many organizations have a board of directors and an advisory board. John Copenhaver said that the advisory board would report to the board of directors. We will add this provision to the bylaws.

We are in an open comment period until the voting period opens on December 4. Members may review a full copy of the bylaws draft and vote on it using the link above. Voting will close on December 11 at 5 pm ET. BOARD MEMBERS ARE ENCOURAGED TO VIEW THE LATEST DRAFT, AS THERE ARE SOME UPDATES TO THE VERSION SHARE PREVIOUSLY.

BUDGET: It was clarified that sponsorships are projected in a tiered structure (\$5000, \$10,000, \$25,000 levels) but that they are hypothetical, potential sponsors or donors are not bound to any set amount.

Sponsorships are assumed to have certain expenses associated with them by way of value-add programs such as staff training, logo banners at BDC events, etc. as appropriate to the investment level. Projected expenses for these packages have been included in the budget. The budget has over \$15,000 in "padding" included.

Libby Dunahoo asked for clarification on membership. Cloud said that in 2024 this is going to be very basic but our membership program can evolve over the next several years into more of a revenue stream. At the basic level, members would receive our newsletter and other exclusive programming, some tangible good (swag, educational content, or similar). Libby suggested offering a way to memorialize a loved one living with dementia, based on the metaphor of the long goodbye, as a member benefit. Libby also suggested offering a means for people to give a gift in the name of a loved one with dementia, or lost to it, and having that documented/enshrined in some way.



Bill Rhoads mentioned that BDC could possibly provide a \$2500 programming package for his corporate retreat in 2024. Bill Wittel will follow up with Bill Rhoads on this.

Anslee Wilson suggested that we consider approaching the Board of Realtors and Lanier Village.

Doug Hanson asked whether Second Wind Dreams (2WD) had an endowment that might allow us to further cut our licensing costs to them? Bill will follow up with Tom Johnsrud from 2WD.

No money was included in the budget for grants, although we will be pursuing them and partnering with other organizations as appropriate to gain eligibility/consideration for grants. Libby Dunahoo suggested that Georgia Gerontology Society has a lot of information to offer on available grants and state funding, as does CoAge.

It was agreed that we will review the budget at least quarterly and make adjustments as necessary, since we have no historical basis for our activities or monetary potential. Bill Rhoads moved to vote on the budget and Gerry Roth seconded. The budget was approved.

**FUNDRAISING COMMUNICATIONS:** The fundraising expectation is that each member will think of likely donors, sponsors, and partners that they know, and share that information with the Chair/CEO and/or Executive Director. We would love if board members will make presentations on our behalf, however the minimum expectation is that each member can share multiple likely candidates with the Chair and ED. Bill and Cloud will be happy to connect and initiate those communications, meetings and other correspondence in an effort to solicit funds according to our projections.

Doug Hanson requested that our letterhead should have every board member listed in the margin.

A fundraising Prezi (digital presentation) and one-sheeter have been prepared for board members to use for outreach. The Prezi is one you may access via an internet link. It may be used in face to face or virtual meetings, or the link may be shared with a prospective donor or sponsor as a follow up item to a more informal conversation.

**A board training session on Zoom will be held on December 6<sup>th</sup> at 10 am** in order to review the material and train board members on how to use these materials. Input will be welcome. The presentation is dynamic (digital) and therefore any updates made going forward will be incorporated immediately and seamlessly so that each time you access the presentation you can have confidence you are accessing the most recent version of this material. **THE ZOOM LINK FOR THE 12/6 MEETING IS:**

Time: Dec 6, 2023 10:00 AM Eastern Time (US and Canada)

<https://us02web.zoom.us/j/4048922565?omn=89711152310>

Meeting ID: 404 892 2565

Bill stressed that we will need to raise \$45,000 in Q1 2024 to cover our expenses and remain fiscally healthy. He will establish a fundraising committee for 2024. All members are asked to please be thinking about potential donors, sponsors, and partnerships for us to explore.



ELECTIONS: Bill received requested term lengths from each board member interested in continued service. We then voted, with Anslee Wilson moving to vote and John Copenhaver seconding. All existing members present in person or by Zoom voted to elect all existing board members interested in staying on the board. Following that vote, the board voted to elect Bruce Leyton to our board, with Libby Dunahoo motioning and Bill Rhoads seconding. Bruce was unanimously elected to the board.

The meeting adjourned at 1:10 pm.