

Beyond Dementia Coalition, LLC

Minutes

Date: _____12/10/2024_____

Attendees:

Name	Attended	Phone/Zoom	Absent
Bill Wittel		X	
Cloud Conrad	X		
Will Hicks	X		
Sid Jacobs	X		
Anslee Wilson	X		
Doug Hanson	X		
Bruce Leyton	X		
Gerry Roth	X		
Libby Dunahoo	X		
Ashley Trammell	X		
Susan Lahey	X		
Linda Stacy		X	
Randy Meincke			X
Sandra Williams	X		
Laila Stammer		X	
Vanessa Schaeffer (ADV Board)	X		

Remarks by Bob and Wanda Swoszowski –

Bob (who supported the 2024 Symposium with a \$5000 donation) announced that after 51 years as a McDonald's franchisee, he is retiring. But, he still needs something to do so he and his wife Wanda, are embarking on a new career or "philanthropic endeavor" as he put it. Beyond Dementia Coalition is the first non-profit of several that he is meeting with. He and Wanda were led to BDC by Chuck Bancroft, Bill Wittel and Cloud Conrad. The Swoszowski's are offering a matching gift that will enable BDC to fully get off the ground. The expectations are that a plan to raise funds be developed that will be satisfactory to

them, that they will be involved in the fundraising process, and that they will monitor the progress over the year.

(Not discussed by Bob were the \$ amounts. Guaranteed \$25,000 gift, additional matching funds up to \$50,000 based on plan and board participation).

President's Remarks:

Thanks for Bob and Wanda for their generous support. Using today as an example, we currently have the need for a VP who can run things when necessary. Bill asked for a nomination for VP. Libby Dunahoo nominated Will Hicks as VP for the next year, seconded by Anslee Wilson. Approved unanimously. Bill then asked Will to take over meeting.

Will – Thanks to everyone. Based on so many new board members in attendance, feel like we should start meeting with introductions around table.

Will then asked Gerry for a reading from his book. Reading was entitled “What We Don’t Know”

Approval of Minutes: Motion – Roth Second – Leyton

Treasurer's Report: Motion – Wilson Second - Roth

Financials presented by ___Doug Hanson_____. Attached.

Still some incidental expenses that remaining outstanding from Symposium. Cloud to have those cleared up by year end so handoff to new Treasurer (Sid Jacobs) is clean.

Executive Director's Reports –

1) 2025 Strategic Plan Overview

2nd draft of Plan passed out. Idea today is high level overview of 2025 initiatives. Rationale and high level budget also included.

Public facing topics are on front page. From center out, you have objectives – strategies – tactics/initiatives.

Everyone will receive electronic (soft) copy that will allow you to click through on following pages to get additional details and information.

Very high level budget is included. Would like to review details with smaller group.

- I. Dementia Education
 - a. Industry Specific training, goal is to help bring community along
 - b. Family education

Tactics and initiatives under those include workforce readiness, certificate programs (i.e. purple chicken), caregiver curriculum (on demand), sampling programs (test run/teaser approach), Symposium (lies between Dementia Education and Community Awareness)

- II. Community Awareness
 - a. Public Outreach
 - b. Resources on Demand

Tactics and initiatives under these include awareness presentations (lifted from Alzheimer Assoc, includes presentations to churches, civic clubs, etc), content hub, student VDT, volunteer initiatives

Budget overview in back highlights each area.

Comments from Bruce Leyton about how none of the initiatives stand alone, lots of opportunity for cross pollenization.

Sid asked question about administration cost / program cost and what % goes directly back to client. Cloud to follow up with him as they work to determine best way to assign direct/indirect cost per initiative.

2) Fundraising – Sandra Williams

Resources development - sponsors, donors that will affect programs

Need Fundraising Committee – could double as Budget Committee

Want to have separate meeting – Fundraising Workshop – based on similar program led by North GA Community Foundation.

Need to make sure goals are realistic and achievable.

Sense of urgency given Swoszowski's interest, want to have workshop prior to year end, probably next week. Launch date for campaign early January.

Asked for additional volunteers to join existing Fundraising / Budget Committee of Cloud, Bill, Sandra, Susan and Sid. Bruce offered to help with fundraising committee but does not want to be included on Budget side.

Handout will be emailed to everyone prior to meeting (attached separately from minutes). Discussion about meeting date and time. Group come to agreement to meet by Zoom, Tuesday, December 17th. The Budget Committee will meet from 9-10 and the Fundraising Workshop for ALL Board members will be from 10-11.

General Updates and Board Announcements

Anslee Wilson nominated Anga Lee Tipton to Board. Nursing background, currently at ACTS Lanier Village Estates. Second by Will Hicks as he knows her personally.

Gerry – need to find board member with extensive experience in social media.

Vanessa Schaeffer (ADV Board Member) mentioned Susan Daniel as an option. Some discussion after meeting about possibly bringing in marketing/social media intern from Brenau.

Sid asked question about normal date of board meetings for planning purposes. They are 1st Tuesday of month at 11:00.

Next meeting is ____January 7th____at NGHS Advance Care Planning offices, 1466 Jesse Jewell Pkwy, Second Floor. 11:00 – 12:30



Monthly Board Meeting
December 10, 2024
MEETING AGENDA

Time	Topic
11:00	Welcome & Introductions: Bob Swoszowski, Wanda Swoszowski, Brian Kinney, Linda Stacey, Susan Lahey, Laila Stammer, Sid Jacobs, Randy Meincke, Sandra Williams, John Copenhaver, David Frye, Doug Hanson
11:01	Swoszowski Foundation Donation and Matching Challenge
11:16	Motion to Install Will Hicks as Board Vice Chair
11:17	Reading – Gerry Roth
11:20	November Meeting Minutes and Treasurer’s Report
11:25	2025 Strategic Plan Overview – Cloud Conrad
11:55	2025 Resource Development: Fundraising Plan – Sandra Williams
12:25	General Updates & Board Announcements
12:30	Adjourn

BEYOND DEMENTIA COALITION, INC.

Gainesville, Georgia

BALANCE SHEET

as of

December 10, 2024

ASSETS

Current Assets – Bank/Foundation Accounts:

Peach State Bank	\$ 5,795.50
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TOTAL ASSETS	\$ 5,795.50
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LIABILITIES AND EQUITY

Current Liabilities:

Salaries	\$ 2,500.00
Web.com	100.00

TOTAL LIABILITIES	\$ 2,600.00
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TOTAL EQUITY	\$ 3,195.50
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TOTAL LIABILITIES AND EQUITY	\$ 5,795.50
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BEYOND DEMENTIA COALITION, INC.
Gainesville, Georgia

PROFIT and LOSS STATEMENT

as of
December 10, 2024

NOV/DEC INCOME:

Donations to Peach State Bank Account	1,150.00
11/27 George Jones	1,000.00
12/4 Phoenix Bake Sale	150.00

TOTAL NOV/DEC INCOME	\$ 1,150.00
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NOV/DEC EXPENSES:

Salaries (WTW/CC)	\$ 2,500.00
Web.com	107.41
Lakewood – Symposium Travel	156.00
Food – Sweet Magnolias	29.47

TOTAL NOV/DEC EXPENSES	\$ 2,792.88
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NOV/DEC NET INCOME	\$ (1,642.88)
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