

MINUTES
Meeting of the Board of Directors
CHILDREN'S BEREAVEMENT CENTER OF SOUTH TEXAS
November 22, 2016

I. Call to Order

- Board Chair, Bill Day, called the meeting to order at 6:05 p.m. at Texas Capital Bank. The following Board members were present in person: Lorraine Barnes, Barbara Cantrell, Katy Corrigan, Bill Day, Linda Fugit, Connie Gilbert, Jeff Hetrick, Jennifer Kelley, Jimmie Keenan, Jacqui Peace, Curtis Ruder, Sarah Trenchard, Cliff Whittingstall. The following member was present by conference call: Mike Smith. Present by proxy were Rose Mary Fry (Bill Day), Scott Gruendler (Bill Day), Andrew Himoff (Bill Day), Ben Pressentin (Bill Day), Bobby Rios (Curtis Ruder), Ron Weiss (Curtis Ruder), Ty West (Bill Day) Frank Zoch (Bill Day). In addition, Marian Sokol, Executive Director and Blair Thompson, Managing Director, attended as senior staff.

II. Mission Moment

- Marian provided highlights of "Camp Heroes" Thanksgiving Break camp. The nineteen children had a wonderful 3 days at the Center, with a field trip to the Children's Do Seum. These were the younger children, and initially several had fear of being away overnight from parents/caregivers. By the last day, they did not want to leave. A photo of the campers in front of the newly decaled "Kawhi Car" was circulated. Marian also noted that HEB Spirit Group sponsored and served both lunch and dinner on the final day, and many volunteers staffed the 24 hours per- day camp in spite of this being a busy holiday week for most.

III. Member Moment

- Member Moment self-introductions were deferred to the January meeting to allow adequate time for budget discussion and permit members to depart earlier for holiday week plans.

IV. Review Meeting Minutes

- Minutes for the October 25, 2016 Board Meeting, which were posted prior to board meeting on CBC board portal, were unanimously approved with motion made by Curtis Ruder and seconded by Jeff Hetrick.

V. Management Reports

- Marian Sokol presented key activities and responded to questions regarding the written November Board Management Report posted on Board Portal. She highlighted the increasing interest of military leadership in our mission, as well as the desire of Dr. Lon Smith and team at the START Cancer Center to partner with CBC to provide Anticipatory Support at their facility in the Medical Center area. Marian also thanked Scott Gruendler for hosting the Brew-Ha Run on October 29 at Specht's Store in Bulverde. A plaque was shown to the Board, which will be given personally to Scott in the near future to hang at Specht's

Store. Linda Fugit was thanked for her leadership and recent visit to the proposed lease facility for the new Center in the Rio Grande Valley. Linda recently made a two day trip to Harlingen with Marian and Blair and has committed to ordering furnishings and equipment, and donating her design talents to the new center. In addition, all members were encouraged to attend the Holiday Party on December 8th at the home of Barbara Cantrell. Importantly, all members were encouraged to prioritize their Annual Campaign appeal letters and hopefully attract new donors to the Center.

VI. Finance Committee

Blair Thompson and Curtis Ruder guided members through the October Financial Statements, highlights of which were also noted in the Administration Section of the Management Report. The Center's cash position is strong. The Center is ahead of budgeted revenue, due in large part to the success of the 20th Anniversary Luncheon. Overall expenses are tracking close to budget, with the San Antonio Center slightly over budget... while the Rio Grande Valley operations are considerably under budget due to delayed hiring of staff and non-expenditure of most of marketing budget for 2016. A motion was made by Linda Fugit and seconded by Jacqui Peace to accept the October financial statements as reported. Motion passed unanimously.

Key discussion involved the presentation of the 2017 Annual Budget, as prepared by Blair Thompson, Curtis Ruder and the Finance Committee. Included in this budget are three new staff positions, discussed and recommended by the finance committee. One full time position will support the program team and alleviate some of the current stress of camp enrollment and implementation. Another will help offset the myriad of duties assigned in the area of volunteer services, which involve both extensive use of volunteers for special events/Gala, coordinating pot-luck partners that donate daily meals for families, and the student intern and facilitator volunteers. The third position, which would not begin until July 2017, would involve hiring an experienced Director of Development. The combined impact would be more than \$150,000 to the proposed budget; with total projected expenses of \$1,600,444 in the combined budget that includes both San Antonio and Valley operations. The committee noted that the development position is an investment for the future, which should be made now when we are in a healthy cash position, and will demonstrate to foundation funders that we are willing to use incoming revenue and savings to "grow the mission". In addition, Sarah Trenchard and Katy Corrigan had questions regarding the apparent lack of proposed funding for marketing. Blair explained that the hiring of Leslie Wood as a full time outreach coordinator in 2015 represented a significant marketing investment. He stated that much of the previous years' line item budgets that showed \$50,000 and more in this category reflected purchase of "paid advertising" including television spots and billboards. Marian explained that we are at the end of a three year marketing phase that has made huge impact and that a new marketing plan will be developed in the near future, to supplement Strategic Plan 2017-2020.

After all questions were heard and discussed, a motion was made by Jeff Hetrick and by Dr. Barnes to accept the budget as presented; and members unanimously approved the document.

VII. Additional Committee Reports

Note: Written reports were posted on the Board Portal for Strategic Planning Committee and Finance Committee. In addition, verbal Committee information was provided:

- Board Development Committee
There was no formal report of the Committee today, but Marian mentioned that the committee plans to nominate one physician candidate to the Board in early 2017. With the recent resignation of Catherine Haffner, membership stands at 22.

- Strategic Planning Report
Bill Day reported on behalf of Rose Mary Fry regarding the combined meeting of Strategic Planning and Executive Committees with senior staff and facilitator Mary Flanagan on November 15 at the Bereavement Center. Specific goals and success indicators were determined for the following five Key Strategies:
 1. Build and provide premier programs & services
 2. Ensure infrastructure to meet strategic growth
 3. Expand brand awareness through strategic marketing
 4. Diversify and grow funding sources
 5. Attract and develop top leadership for staff and board

Marian, Blair and Linda briefly provided information regarding the Center in the Rio Grande Valley and the 200 sq. ft. facility that is anticipated to be the location for the Harlingen Center. Corie Olivares, Regional Director is currently working with an 11 member Advisory Committee, and finalizing interviews for hiring of a second counselor, with funding made possible by New York Life Foundation.

- VIII. Having no additional business brought before the Board, Chairman Day announced that the next official meeting for the Board of Directors is January 24, 2017 at the Texas Capital Bank. Meeting was adjourned at 7:15 pm.

Respectfully Submitted:

Andrew Himoff, Secretary