

MINUTES

CHF Board Meeting

4:00 p.m., Thursday, September 23, 2021
Oklahoma City Golf and Country Club

Attendees: President- Susan Porter, Vi Blalock, Chad Dayton, Jeanetta Dobson, Amy Douglas, Morris Gessouroun MD, Laurie Givens, Danny Hilliard, Sue Homsey, Randy Kamp, Joe Lewallen, Travis Mason, Kathy McCracken, Chris Meyers, Drew Neville, Ross Plourde, Leslie Rainbolt MD, Marisa Records, Trent Tipple MD, Sean Trauschke, Al Warren.

Unable to attend: Hossein Farzaneh, Robert Hefner V, John Kennedy, Chay Kramer, Jenny Love Meyer, Justin Naifeh, Lisa Talley.

Staff and Special Guest: Paul Darden MD, Linzy Farrant, Jeremiah Lane, Jamie Luton, Ann Waller.

OPENING THE MEETING-SUSAN PORTER, PRESIDENT

Randy Kamp moved to approve the May minutes and Drew Neville seconded. Motion carried. Susan welcomed Dr. Trent Tipple, CHF Reba McEntire Endowed Chair in Neonatology as our new CHF Physician Board member. Dr. Tipple spoke briefly about the neonatology program and its growth and growing pains. He expressed great thanks to CHF for its significant support and especially for the support of Dr. Catherine Hunter's research program. She is the CHF Paula Milburn Miller Endowed Chair in Pediatric Surgery and is a research collaborative partner with Dr. Tipple.

Susan announced that a calendar of upcoming board meetings and events – including 2022 – were enclosed in today's meeting packet.

CANCER INITIATIVE UPDATE – DREW NEVILLE, CO-CHAIR

Drew reported on the strategies over the summer and meetings with staff, including four specific target categories: Events, Foundations, Individuals and Corporate. A target list has been developed and will continue to be updated regarding solicitations via letter or in person. The major need is for board member to hold dinners with prospects where they will meet Mo or a cancer physician/research to spark enthusiasm about the program and the recruiting process. This first dinner hosted by Holly and Luke Barron with friends was held on July 30.

Attention was brought to the cancer financial update in the packet. The goal is \$6 million with \$2.6 million raised. The \$2.6 million represents several gifts from individuals, foundations and corporations including Blake Shelton gift, Friends of Jimmy Everest Center, Kids with Courage TV Campaign, WJ Jones Foundation, Cancer Sucks Inc.

Drew stressed the importance of the board participation. He mentioned, on September 14th, that he and Kathy flew to Florida to meet with the Nicklaus Children's Health Foundation to visit about their strategy, and to get a third party view, advice to help raise more money and how we

could do better. After 15 minutes in the meeting Barbara Nicklaus walked in, she was very gracious and encouraging.

There was a lot of information exchanged. Mrs. Nicklaus shared some of their difficult experiences with hospitals. The Nicklaus Children's Health Foundation raises funds to grant to five facilities/associations, currently: Miami Children's, Jupiter Children's, Nationwide Children's, the West Palm Beach Gardens Nicklaus Outpatient Center and the National PKU Association. She offered two pieces of advice:

- First, to get rid of the PTA mentality, we need to be asking for more and bigger money.
- Secondly, a need to maintain independence.

She explained they would like to partner with CHF and that she and Jack would stand behind them. Kathy was asked and has remained in close contact with their CEO. This could be huge for CHF...to put together a tournament involving Jack and Barbara Nicklaus' vision, could potentially bring in a lot of money. Noted- all expenses from their Florida visit were out of their own pocket. Kathy mentioned there is a big tournament coming up in Austin, TX involving the Nicklaus Foundation and Dell Children's Hospital. Drew mentioned the couple want to retire but want the legacy to go on. More to come as Drew reaches out to local golf courses to host.

Please see the Nicklaus Video at this link (to be added).

FINANCE & AUDIT REPORT-RANDY KAMP, TREASURER

Randy reviewed the finance report included in the packet, Kathy added that, in August, an electronic vote was requested for a grant to CHF Chairholder, Amanda Bogie MD, which was passed by 21 votes. Additionally, a matching funds electronic vote was taken for Jeanne Hoffman Smith's \$500,000 gift to the Embracer Program led by CHF Chairholder, David Bard PhD., passed with 17 votes. Randy thanked everyone for the email vote participation. (See packet for details on the finance report.)

PUBLIC RELATIONS-TRAVIS MASON, CHAIRMAN

Travis reviewed the doctor stories connected with A Heart for Kids and Kids with Courage KFOR-TV Campaigns, and how donations increased. CHF was able to purchase an ad buy during the Olympics. Our biggest challenge with public relations is Covid and being unable to film in the hospital or give tours. We look forward to those restrictions being lifted. However, we are having great participation from families and doctors to film at the CHF office or in homes.

GOVERNANCE REPORT-ROSS PLOURDE, CHAIRMAN

Bylaws: Several upcoming changes regarding processes and committees. We will have this submitted via email prior to the Nov. 11 board meeting for approval that day.

New Board Members: The nominations currently are Laurie Hume, Britton Hobbs, Kendall King, and Chad Vice. All bios have been emailed to the board. Additional nominations may be made by contacting Ross or Kathy. Officers' slate is still being developed. New Board Members and the Slate of Officers will be submitted for approval at the Nov. 11 board meeting.

DEVELOPMENT REPORT- Kathy McCracken, Jeremiah Lane, Linzy Farrant

Corporate Partner Report:

- Oklahoma Cattlemen's Association Annual Ranch Rodeo.
- Dairy Queen- three radio remotes to promote their campaign.
- Kiwanis- Cars for Cures, Mustang Car Show, Sonny Bright Duck Race, Speaking Engagements and 2022 Aiming for a Miracle.
- Loves- campaign kicked off August 26th and will go through September 30th.
- Walmart/Sam's- 2021 Helping Kids Live Better Campaign brought in \$344,369.30.

Linzy went on to mention the Dance Marathons, Teen Board (28 students), 4-H partnership, Bear in the Chair-Love's, iBoard and grant reports.

Jeremiah reviewed additional partners:

- Cancer Sucks- \$60K from their annual fundraising applied towards cancer initiative.
- Enterprise Golf Tournament-Gaillardia and netted more than \$14K. Thanked Amy Douglas and Laurie Hume for co-sponsoring a team. Gaillardia did not charge a green fee – so anyone who has a chance – please thank Gaillardia for Enterprise.
- Keaton Barron Reception & Auction- September 10th and will be continuing annually for cancer.
- Sprinkle Bakery, Aloha Shave Ice & Coffee Shop and Hometown Hardware-Continuing to do their year-long fundraising campaigns.
- Take 5- Their campaign, July 19- September 25, raised \$12,000. Last year they raised \$7,900.

(See packet for a more details)

SPECIAL EVENTS-VI BLALOCK

Vi Blalock- stated the Starlight Ball Committee is a little smaller than preferred, she's working on ways to increase the committee. Vi encouraged board members to buy tickets to the NOV. 6th Starlight Ball and "bring friends". This is a great event to cultivate others, give them an opportunity to learn more about CHF.

Upcoming strategies include improve "what's expected" for committee members. Additionally, she wants to implement more opportunities to show appreciation and gratitude towards volunteers and committee members.

- Dancing for a Miracle raised \$379,108. An appreciation party was held at the home of Brian and Laura Hilgenfeld on Sept. 20 – and we recruited a new board member nomination!!!
- Weeden Tournament raised \$91,787. Vi and Tom Blalock hosted an appreciation party at their home – and we recruited a new board member nomination!!!

SCIENTIFIC DIRECTOR UPDATE - MO GESSOUROUN, MD

Mo expressed appreciation for the board and staff and how it's been a challenging year. Mo mentioned the focus is the transition process. A lot of changes mentioned, but emphasized keeping the focus on raising money and minds on what we are doing it for. Recruiting efforts are top of mind for the cancer section chief and Chairholder. We hope to have a visit in December.

Dr. Gessouroun then announced the retirement of CHF James Paul Linn Endowed Chair, Paul Darden MD, who was recruited to lead General and Community Pediatrics in 2008.

Dr. Paul Darden thanked CHF for the support and the foresight to establish an Endowed Chair to ensure the legacy of this position. He stated concentrating on the health of children is a great need. He will continue to be a part of the OU Department of Pediatrics, with projects, such as a current vaccine project. Dr. Darden was presented a plaque to honor him for his commitment to children for thirteen years.

ANNOUNCEMENTS-SUSAN PORTER

BOA- October 7 @ 4:30 pm., Marshall Conference Room

Starlight Ball- November 6th @ 6:30 pm- 12:00 am, Sundance Airport Hanger

Annual Meeting-November 11th @ 4:00 pm, Marshall Conf. Room

New Board Member Orientation, January 20, from 8:00am to 1:00 pm- Location TBD

First Board Meeting for 2022- February 10, 4:00 pm, Marshall Conference Room

There being no further business, the meeting adjourned at 5:27 pm.

Respectfully Submitted:

Jamie Luton, Executive Assistant