

MINUTES
Children's Hospital Foundation
Board of Directors Meeting
Marshall Conference Room
901 N. Lincoln Blvd Oklahoma City, OK 73104
11:30 AM, Thursday, February 13, 2020

ATTENDEES: Brooks Altshuler-President, Mark Beffort, Vi Blalock, Jeanetta Dobson, Laurie Givens, Robert Hefner V, Danny Hillard, Sue Homsey, Randy Kamp, Joe Lewallen, Travis Mason, Kathy McCracken, Justin Naifeh, Jason Nelson, Drew Neville, Ross Plourde, Lisa Talley, Amanda Bogie, MD, Morris Gessouroun, MD,

Staff and Guests: Jennifer Beckett, Linzy Farrant, Jeremiah Lane, Ann Waller, Jamie Luton, Gene Hopper and Sherry Dale CPA

Call to Order, Announcements, Approved Minutes- Brooks Altshuler

Brooks began the meeting with thanks to Joe Lewallen for his incredible job as CHF President last year and also acknowledged the many hours of work Joe and Drew Neville have put into drafting and negotiating an affiliation agreement with OUMI and University of Oklahoma affiliation – still a work in progress. CHF has to grow our fundraising foot print, and we will need everyone to get pro-active, use the development committee to grow. Brooks added if members can't attend in person, please participate in a conference call for Board and Committee Meetings. Drew Neville moved to approve the November 14, 2019 minutes and Joe Lewallen seconded the motion. Minutes were approved as written.

New Member Introduction – Brooks Altshuler

New board members: Justin Naifeh, back on the board after serving in the past, Lisa Talley a real estate agent and has a lot of passion for the organization, has personal positive relationship w/Children's Hospital and has earned the organization \$220,000. Randy Kamp who owns Kamp's 1910, the Kamp's Cafe Atrium, Johnny Carino's and is a former dancer, finally Robert Hefner is joining and has been a great supporter, he is in Oil and Gas.

Director's Report/Packet/Announcements-Kathy McCracken

Kathy emphasized that CHF Communications is boosting awareness of our organization, and some ways we are doing that include the Annual We Care Brochure readily available, Annual Report is online, our website. The CHF magazine, latest was Dekhari, the Miracle child is on the front, had 8,000 distributed. The website is all done in house, it is user friendly, displays all the events, has a new look and saves us money. Social Media activities are being watch by many viewers. In the attached report are numbers on Facebook, Twitter followers, Instagram and how much they have increased, and media coverage, calendar and Holiday cards. Highlights from last year- Genetic Programs for Research awards for CHF research, IT support, Vice Chair

research commitment. Every year CHF grants \$1.6 million- \$2.1 million to the Department of Pediatrics and Board gets a report – last report at the end of these minutes. Board members can sign up for one or two committees, members are needed on the finance and public relations committee.

Board of Advocates: The Board of Advocates is co-chaired by Dan Boren and Sharyl Pickens who are working closely with our Coordinator Rachel Ginter to increase the number of counties with an advocacy group and also increase the fundraising activity within those groups. Board members are encouraged to submit names of friends and colleagues in counties outside of Oklahoma County for membership. To date, we have 114 BOA members and only 30 are in counties outside of Oklahoma County. We have five BOA Chapters and to date, one of those have actually held a small fundraiser.

Special Events: Kathy reported that Vi Blalock is now serving as the newly created Special Events Chair and is developing a Special Events committee to coordinate with and lend support to all CHF fundraising events including the Starlight Ball, Weeden Golf Challenge, Dancing for a Miracle.

Corporate Partners: Kathy reported our top Children’s Miracle Network partners are the Dance Marathons (we have 5), Walmart and Sam’s Clubs, Love’s, Credit Unions and Kiwanis. Current top local partners include Jiffy Trips, Cattleman’s Association, Enterprise Car Rental and Kamp’s/Johnny Carino’s. We certainly want to increase the number of corporate partners and Kathy encouraged board members to contact her with corporate ideas. Corporations may partner by creating events sponsored by the company and their employees, by including CHF in their payroll deduction giving programs, or other creative ideas.

Endowment:

Endowed Chairs Private Money Balance (donations through CHF).....\$59.3 million

Endowed Chair Match by State of Oklahoma.....\$37 million

Endowed Chair Match still owed by State of Oklahoma.....\$6 million

Endowed programs and chairs created after the conclusion of the State Match....\$9.2 million

Naming Opportunities: Assigning a naming of a room or area within the Atrium or Children’s Physician’s Building is at the discretion of UHAT (University Hospital Authority and Trust). The trust has advised us that all Naming Opportunities previously awarded to CHF for fundraising purposes are still available to CHF. However, we have no naming rights to areas within Children’s Hospital – which remains the same as when HCA was the hospital operator.

Major Gifts: Nine CHF staff are trained in major gifts. We are reviewing more than 2500 prospective donors for the cancer campaign and will create lists for board members to review within the next 6 months.

Major Gifts for Cancer and other programs is dependent upon a good communications plan. We have the plan and are looking at financial obligations to meet the plan. KFOR continues to be a valuable partner in airing ads and special news stories under the brands of “Kid with Courage” for Cancer and “A Heart for Kids” for cardiac surgery.

Finance Report- Sherry Dale reporting for Chris Meyers

Financials through January 31, 2020, were distributed: the balance sheet, restricted funds detail and the profit/loss statement. Ten months in to the fiscal year the budget is in great shape. Restricted funds and adolescent medicine were really strong. Last page is the budget for new fiscal year for 2021. Budget for approval of 17% more than last year. Budget is showing a surplus of \$500,000. Motions comes from Finance Committee, Brooks motioned for any objections (no objections), the plan will move forward to adopt the budget as presented.

Strategic Plan Update- Gene Hopper

Gene Hopper- CHF is into the third year of Strategic Plan, she has met with 50 people who include staff members, Board of directors, Board of Advocates, Champions and Key Stake Holders at the Heath Center for feedback. The plan was to double the size, build upon programs like dance marathons, Dancing for a Miracle, and Starlight ball which have exceeded expectations. Now the goal is to set aspirational goals, there is still not enough initiative in place with the transition with the health care, the process is more than a plan. The team meets monthly on program development and building high performance culture.

Cancer Task Force Report-Drew Neville

The agreement is in the hands of Guy Patton, the President of OU Foundation and Vice President in Development for University of Oklahoma, for review and approvals.

- CHF will remain an independent organization but will be affiliated with OUMI and OUHSC.
- An agreement to cease effort to raise additional chairs was well received by OUMI with support to be devoted to the existing chairs.
- The Philanthropic Committee is formed out of affiliation agreement between the University of Oklahoma and OUMI. All priorities and final say in fundraising and development will be set through the Philanthropic Committee.
- Executive Director will be part of the Leadership Team, the team consist of Executive Director, President of Children's Hospital and CEO of OUMI. Kathy will be a part of the team but not report to them, she will have a voice and her own independence.
- All of the philanthropic efforts including the cancer initiatives will go through the OUMI Chief Development Officer as well as the Philanthropic Committee. The plan is to fill the Ben Johnson Chair on the departure of Bill Meyer and coordinate with HSC and other

people at University of Oklahoma and OUMI. It will go to the Philanthropic Committee for approval.

- Mutual Strategic goals will be discussed among CHF, OUMI and OUHSC to review fundraising programs and goals, and ascertain duplication of efforts.

The board has a responsibility to be more proactive, to hear from our doctors, chair holders and get their views and carry out their message were these priorities are discussed. All interaction from every board member will help achieve the mission.

Joe Lewallen- Joe said he and Christy Everest are on the campus wide search committee to find candidates to succeed Dr. Meyer. Dr. Valerie Opipari, a former Pediatrics Chair in Michigan for 25 years continues as a philanthropic fundraiser. CHF supported her visit to OKC to review the Jimmy Everest Cancer Center, to not only see who would be best to succeed Bill Meyer but what sort of team would come in and take the JEC to the next level. She spent a couple of days on the campus. She was very impressed with CHF, she said there was not the level of community support in Michigan as there is here.

Department of PEDS/Children's Hospital Update-Dr. Mo Gessouroun

New Chair updates:

Dr. Trent Tipple-Reba McEntire Chair in Neonatology is on board as of October 2019. He has hit the ground running. There is space established in the Research Park and he is already developing a Perinatal Research Center and bringing together for Maternal Fetal Medicine, Harold Hamm diabetes, and from Neonatology from aging programs overlapping. Brooks and Kathy attended one of his recent research meetings. Dr. Tipple has also been a guest speaker for one of our Children's Miracle Network educational meetings.

Dr. Cathy Hunter- a pediatric surgeon is a researcher on Neonatal Bowel disease, and is part of the perinatal research center with Dr. Tipple. She will be the future Chief of Pediatric Surgery.

An active recruitment is in process for the section chiefs in Diabetes and Nephrology. These chairs were previously held by Dr. Steven Chernausek and Dr. Martin Turman.

Meeting was adjourned by Brooks Altshuler.

Respectfully Submitted

Jamie Luton, Executive Assistant