

**Minutes**  
**Children's Hospital Foundation**  
**Board of Directors**  
4:00 p.m., Thursday, May 12, 2022  
Marshall Conference Room  
(OBI Building, First Floor)

**Attendees:** Chad Dayton, Jeanetta Dobson, Amy Douglas, Danny Hilliard, Britton Hobbs, Naureen Hubbard, Randy Kamp, Chay Kramer, Kathy McCracken, Ross Plourde, Susan Porter, and Trent Tipple, MD.

**Attendees on Zoom:** Robert Hefner V, Travis Mason, Chris Meyers, Leslie Rainbolt, MD, Paula Thomas, Sean Trauschke, Al Warren.

**Unable to Attend:** Hossein Farzaneh, Laurie Givens, Sue Homsey, Joe Lewallen, Jenny Love Meyer, Justin Naifeh, Drew Neville, Marisa Records, Lisa Talley, Morris Gessouroun, Rachel Klein.

**Special Guests:** Casey Hester MD, Mark Pogemiller MD.

**Staff:** Jennifer Beckett, Linzy Farrant, Jeremiah Lane, Jamie Luton, Ann Waller.

**OPENING THE MEETING-Ross Plourde, President**

Ross Plourde asked the board for a motion to approve the February 2022 minutes. Amy Douglas moved to approve the February minutes. Motion was seconded and carried.

**FINANCE REPORT-Randy Kamp, Treasurer**

Randy reviewed the finance and cancer initiative financial reports. Randy moved to open Spendable Accounts at OCCF for the purpose of holding funds for the cancer and diabetes programs, and other programs. Motion was seconded and carried.

**RECOGNITION-Ross Plourde**

Ross presented special recognition and thanks to Susan Porter for stepping up and serving as our 2021 Board President. Susan has helped us through some challenging times and we are extremely grateful for her leadership.

## **CANCER INITIATIVE UPDATE-Jennifer Beckett**

Our team has been working with Drew and the cancer task force committee to send out letters to targeted groups of individuals (signed by board members). Jennifer has been reaching out to board members who signed letters to see if they want their next step to be a follow up letter, call or set up a lunch or a development dinner. Another round of letters will be sent to donor's who gave under \$5,000 to CHF. Jennifer is anticipating development dinners to start this summer for prospective donors. Corporate letters will go out soon.

Several groups have estimated up to \$230,000 in support for 2022. With these estimates and recent gifts received plus the CHF match, we have reached \$4.2 million of our \$6 million goal. This leaves the CHF board and staff with \$900K to raise with a CHF match of \$900K. Anyone interested in helping with events and activities raising funds, please contact Jennifer, Jeremiah or Linzy. \$140,000 of the \$6 million has been directed to Dr. Kimble Frazer's Zebra Fish Study.

Dr. Mo Gessouroun reported the name of an external candidate, Dr. Greg Aune, who is coming for an interview May 22-25. He's a childhood cancer survivor, and is married to a neonatologist, based in San Antonio. The two internal candidates are Dr. Janna Journeycake and Dr. Rene McNall. The search still continues for Dr. Gessouroun's successor.

## **DEVELOPMENT REPORT- Travis Mason, Chairman, Jeremiah Lane, Linzy Farrant, Jennifer Beckett, and Kathy McCracken:**

**Travis reported** on the April committee meeting including cancer initiative, major gifts, and special events. He encouraged the board to make early reservations for our two signature events:

- Dancing for a Miracle, August 13, 2022 at the Embassy Suites, Norman.
- Starlight Ball, October 29, 2022 at the Oklahoma City Golf and Country Club.

### **Annual Fund, Major Gifts & Other Special Projects:**

- Annual Fund letters will be mailed later this month.
- Planned/Estate Giving – Travis encouraged the board to contact us about anyone who would be interested in Planned Giving.
- Finalizing a \$25,000 gift for Pediatric Cancer (naming opportunity for a cancer program/lecture)
- Continuing cultivating donor list
- Securing meetings with potential donors for cancer and other gifts
- Securing meetings with potential sponsors for sponsorships for DFAM, SLB, and Brandon Weeden Golf Tournament
- Following up with new donors via phone and letter to explore their giving potential
- 4<sup>th</sup> annual Keaton Barron Charity Golf Classic benefitting CHF Cancer Initiative took place Monday, April 18 at Oak Tree Country Club. Expecting to receive \$75,000.

Travis expressed the importance of hosting lunches or dinners. He said it's a great, relaxed way to break bread with individuals about giving to our critical programs.

### **Dance Marathons:**

Travis explained participation was a little down in this year's fundraising as student life activities are hurting across all colleges.

- OUDM: raised \$735,214.22, they had a check presentation from Love's Travel Stops for \$20,000, \$100,000 from The Chickasaw Nation. Governor Anoatubby attended and raved about the partnership with The Nation and OUDM. OUDM partnered with Norman North and received \$25,000 from SPUD week.
- BronchoThon: raised \$51,062.
- CowboyThon: raised \$62,743.22
- Miracle Marathon: raised \$18,000.22
- SWOSU DM: raised \$15,000
- DroverThon raised \$3,650

Linzy made note that the Walmart campaign will take place June 13-July 10<sup>th</sup>, she said to give thanks to the associates if you are in the store. They host all kinds of events for CHF.

### **Starlight Ball-Jennifer:**

SLB will be October 29 at the Oklahoma Golf and Country Club, the theme will be a Carnival theme the co-chairs are Ryan and Melanie Hayhurst and Sean and Brooke Halleran, they have already done a great job recruiting new committee members, we have some returning but they have recruited at least 25 new faces, new donors and new friends. Meetings are held monthly and if you would like to join the committee, please contact Jennifer.

### **CHF/CMN Corporate Partner Updates-Jeremiah Lane:**

Jeremiah mentioned new local partners with Scooters Coffee and Dutch Brothers. CMN is looking at adding 7-Eleven.

Jeremiah said that he had a good conversation with Tom Jones at National about the golf tournament. This isn't going to be just a Pro/Amateur event, it will be a Celebrity/Pro Amateur event. Celebrities like Vince Gill, Toby Keith, and Bob Stoops will be invited to come out and play along with pros on the tour. Tom said we may only get a quarter of who we ask so make it big and it will dwindle down. The event is scheduled for June 26, 2023. There's been no decision on an event the night before or a reception afterwards. Sponsorship packets will go out when we have a number of commitments.

Jeremiah expressed DFAM is off to great start, several dancers are holding private events and have involved companies that have never donated, like Stryker that is sponsoring at \$25,000. Chickasaw Nation is sponsoring again at \$35,000 as a presenting sponsor...it is their tenth consecutive year to sponsor and we are very grateful!

## **Aiming for Miracles-Al Warren**

Eleventh annual event went extremely well and had a good turnout with beautiful weather. Costs were a little higher due to inflation. Still waiting on all sponsorships. We will exceed over \$80,000 this year with the Hamm match. Special thanks to Travis Mason and Justin Naifeh for sponsoring two miracle families and letting them have an opportunity to have a great time.

Kathy McCracken-talked about Development and encouraged everyone to look over all the events taking place.

## **Grants/Programs/BOA-Tran Family-Kathy:**

Kathy discussed Kim Leslie's role, as CHF's grant writer. She reviewed grants recently submitted. There are organizations who want a report from 1-3 years regarding the use of funds. Kim is always keeping reports ongoing. The reports also serve as another opportunity to thank the funder and update them on the project. In this current climate where less funding is available from OU, our chair holders rely on CHF funding. And in the case of palliative care, we have provided grants to directly impact Children's Hospital's inpatient program directed by Dr. Rachna May.

IMPORTANT! Board members can help us by contacting us with thoughts about family or corporate foundations you may have a connection with.

She mentioned the Board of Advocates meeting being rescheduled (due to a gas leak) to May 24th. Kathy visited with Lana Reynolds, President of Seminole College, she is the Co-Chairman of Board of Advocates along with Scott Braly. Lana said the community has issues from tornadoes but college campus and students are safe.

The Stanton L. Young Family Foundation has pledged \$50,000 to Dr. Amanda Bogie's research mentorship program. Dr. Bogie said there is no support for programs like this at the University, and she asked CHF to consider the program and is grateful to receive this important funding.

The Tran Family will attend the BOA meeting along with their two daughters, who are both cancer survivors and have a very impactful story.

**UHAT Letter - Ross Plourde** reported on the letter received from UHAT regarding the use of the CHF name. Board members were emailed the letter, yesterday. A letter like this raises multiple legal issues and I have asked Tony Rupert, a star attorney in my books, to review the issues and advice will be forthcoming. A major issue is how to avoid confusing our donors if a new entity using our name starts immediately raising funds. I have responded to UHAT that we are getting advice and we will take this up at our June board meeting. You should know that in 2008, the UHAT board chairman visited with CHF's board president noting that our name, Children's Medical Research Institute, really didn't communicate what we do and he suggested we d/b/a Children's Hospital Foundation. He sent his image consultant to visit with our board. That is the year we filed our d/b/a. We spent time and resources on image consulting at the time and we will be looking into that again. We will have a report at the June 9 board meeting. Ross said we have a wealth of resources and avenues to raise money and awareness. We will continue to do all we can to follow our mission.

**REPORT-Trent Tipple, MD, CHF Reba McEntire Chair Holder & Section Chief of Neonatal and**

**Neonatal-Perinatal Medicine.**

He is thankful for CHF and the support is so significant to his section. \$1 million from Children's Hospital Foundation has helped build a center for pregnancy and newborn health. Past CHF support for Marilyn Escobedo has enhanced the section and we truly have new opportunities to build research and advocacy which are two major components of my work as Section Chief. We do have challenges as our physical facility is not adequate for Oklahoma's NICU population and we had to turn down 160 babies last year. Covid took a toll on us, but our research efforts are growing. We are partnering with another CHF Endowed Chair, Dr. Catherine Hunter in the "lab home" we created in Research Park because of CHF funding! The annual resuscitation symposium, founded by Dr. Escobedo, will be held in September. Last year, we had 1100 registrants internationally!

**SPECIAL REGNITION-Ross Plourde:**

**Dr. Casey Hester and Dr. Mark Pogemiller**

Ross Plourde recognized and thanked Drs. Hester and Pogemiller for their service and holding their respective CHF Chairs.

Dr. Hester thanked the board and gave a lengthy discussion on her leaving Children's for private practice. She emphasized that the strengths of the department of pediatrics over the past 20 years are due to the impact of CHF dollars in endowments and bridge funding. She encouraged our board to stay the course and continue this critical support during these challenging times. She expressed her gratitude to have had the opportunity to serve as the CHF Presbyterian Health Foundation Chair. It has been an honor to work alongside a group with such intense passion to improve the health of children.

Dr. Pogemiller gave a brief discussion over his time at Children's and his current position at Tinker. He expressed his gratitude to hold the CHF Riley Chair and his gratitude to the board for its many years of support. It is only because of the CHF Chair that he was able to devote time to research and education projects, and attributes that to several teaching awards he has received. He will always support Children's Hospital to help children get the treatment they need.

**Board Meeting Dates**

June 9, 2022

September 8, 2022

November 10, 2022

**Board of Advocates Meeting:**

October 6, 2022

**DFAM**

August 13, 2022- Embassy Suites-Norman, OK

The meeting adjourned at 4:53 pm.

Respectfully Submitted,

Jamie Luton, Executive Assistant