

MINUTES
Children's Hospital Foundation
Board of Directors Meeting
UberConference-(405) 336-1460
11:30 AM, Thursday, May 14, 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, Leslie Rainbolt-Forbes, Chay Kramer, Al Warren, Justin Brown, Chris Meyers, Christy Everest, Susan Porter, Jeff Starling, Morris Gessouroun MD.

Staff and Guests: Linzy Farrant, Jeremiah Lane, Ann Waller, Jennifer Beckett, Jamie Luton

Call to Order, Announcements, Approved Minutes- Brooks Altshuler

Brooks Altshuler began the meeting with thanking everyone for joining. February minutes were approved as presented.

The Board Resolution, an explanation is a clerical administrative item that is updating retirement plans based on IRS guidance and changes, required to be updated every 5 years, it doesn't change any financial considerations. Joe Lewallen moved to except the resolution. Seconded by Al Warren and carried.

Financial Report

Chris Meyers-Mentioned we did get the PPE loan, Chad Dayton was a big help. Also, Chris is recommending at the next board meeting to have the OU Foundation people who manage our assets.

Mo Gessouroun Report

Mo Gessouroun-In March the hospital made a decision to eliminate visitors, and elective procedures. Hospital converted to telemedicine, so they wouldn't have people in waiting room, elevators and encouraged patients not come to ER and clinics, telemedicine wasn't established right away, clinics see on average 700-800 patients a day during normal times, now during pandemic it is 100-300 a day before the telemedicine was fully up and running, as telemedicine ramped up they started seeing 400-500 a day and clinics will reopen in the middle of May. Patient volume is about 75%. Areas that are still functioning are the Jimmy Everest Center and Neonatal. ER department usually sees 80-100 a day now seeing 30-50 a day during pandemic. Financially the hospital has been affected, 4 ½ million dollars below budget, they are anticipating that 1 million less in the next year, totaling around a 6 million dollar loss. There is a reduction in state support ½ million dollars they depend on. Hospital is talking about a 10-15% reduction in staff and faculty nothing has been decided. The hospital expects to see a 6-8

million reduction, but future is unclear. The pandemic has effected the ability to recruit, and have eliminated traveling to meeting with candidates. Salary reductions will be considered for the next year. Mo said other children's hospitals around the country are doing reductions. Recruitments are a challenge it's hard to recruit people without them seeing Oklahoma and the facility, but teleconference is still taking place including for the Jimmy Everest Center. There is a strong candidate for Endocrinology. More to come on that. Drew asked about federal stimulus reimbursing the hospital some of that 15% that they will lose. Mo isn't sure how much of the funds or how it will compare to losses. Drew suggested to continue efforts to the cancer initiative, instead of getting asked to make up for short fall of the hospital, Mo agreed.

Brooks-mentioned it's important to focus on the cancer recruitment, highlighting the mission and not to lose the progress made by Dr. Bill Meyer and others.

Mo responded to Leslie's questions about residents and medical students. Medical students will return to classes in fall but spread out, they are bringing them back into clinical care May 24th but they can't see any patients in regards to Covid. They will not rotate in the ER department, ENT procedures, or Anesthesiology. For residents as 2nd year become 3rd year, it will be hard to judge if they will be effective on becoming pediatricians.

Fundraising

Brooks said that fundraising is core mission, never been more challenging times, how it has affected CHF, with the hit of Oil, etc. But we move on. We are going to adapt and not stop and wait, but adapt into the recovery and look into working in new ways. As a board everyone comes from different backgrounds and should think outside the box with new ways to raise funds while there are delays in getting together in large functions. Re-Envision Board of Advocates and how we can expand in the 77 counties and grow it further as a grass roots engine. Due to the economy the grass roots have been affected, but continue with organizing until everyone is back on their feet.

Jeremiah Lane- mentioned a lot of corporate partners are still pending, CHF development partners have been reaching out to the corporate partners on a stewardship basis. Some are still planning on fall campaigns and some are waiting until next year. CHF is being hopeful and putting a strategy together on getting new partners, and putting together a package for corporate responsibilities.

Jiffy Trip is still planning on their fall campaign. Sprinkle Bakery held a campaign for Mother's Day, they are excited they raised \$300, they want to have a miracle child to come in and make a cookie. One Corporate partner is Community Auctions, CHF will be receiving 20 % more from them. Brandon Weeden has been very involved this year the Golf Tournament has been moved to August 6th, there are 21 out of 24 teams committed.

VI Blalock- DFAM was canceled for 2020, normally brings in \$400,000. It has been rescheduled, staff is offering to hold a virtual event in August reaching out through email, Facebook, and

other social media to sell tickets. It's a delicate time to solicit funds but Vi expressed this is a business and to try to keep moving forward and doing what we can. She is hoping to secure sponsorships and auctions items for the Weeden tournament to make it a successful event.

Brooks mentioned he looks at local partners as our bread and butter, to create revenue and awareness. If board know a local partner please encourage them on raising awareness for CHF and possibly doing things at no cost like placing a sticker on the company's window, until things get better and then asking them to fundraise.

Linzy Farrant- Partner development officers have been in close contact with the CMN partners and held a Thank-a- thon. OU Soonerthon raised \$1 million dollars, and Love's is one of the underwriting sponsors.

Brendon Anoatubby is the new chair of Sootherthon (Governor of Chickasaw Nation, Bill Anoatubby's grandson). OSU and UCO raised \$80,000 each, and OCU raised \$14,000 in one day virtually.

Walmart starting June 22-July 19 will add a round up the cents donation at the registers and online.

Costco has moved their campaign to September, should see great success at their registers.

Toby Keith placed in Ace Hardware golf tournament, he raised over \$11,000.

Teen board applications are out for 9-12 graders. There are 20-30 teenagers that have multiple fundraising and awareness events each year.

Al Warren- Clay Shoot is moved to Sept 28th all sponsors have stayed on board and the brochure has been updated.

Cancer Task Force Report-Drew Neville

Kathy spoke that CHF are in the stages of proofing and have several documents that are going to be used for the Cancer initiative and will keep the Cancer Task Force informed.

Drew Neville- mentioned everything is still locked down in relationship with OU and OUMI due to Covid, OU and OUMI still need to work out differences, suggestion to board is to move forward with the plans formulated and control what we can control and to be ready to present to the Philanthropy Committee.

Update on grants: Kathy said we will be sending a list to board, a lot of foundations have put a wait on applications and some foundations are only accepting applications for Covid. She said they are looking for foundations that have cancer as a big emphasis and she suggested any board members that are on a foundation boards or have friends to let her know if they

accepting applications at this time. CHF has received some small gifts for Covid, and a few gifts for PPE.

Brooks asked for any questions or comments- he encourages everyone to reach out to him, Kathy or staff for any ideas or comments. The message is that we are in challenging times but can't use it as an excuse. We need to press forward and get things moving organizationally, strategically and set up a structure when time is better.

Meeting was adjourned by Brooks Altshuler.

Respectfully Submitted

Jamie Luton, Executive Assistant