



Board Meeting Minutes
January 9, 2024, 0900 EST

BOARD MEMBERS		
Dave Nash	Tim Byers	Sal Nodjomian
Ed Jackson	Susan Thames	Steve Blinderman
Mike Blount	Mercedes Enrique	Eddie Gonzalez
Bill Haight	Mark Handley	John Henderson
Paul Owen	Jane Penny	Sally Riker
Bob Schlesinger	Todd Semonite	Ron Silva
J.R. Steele	*Mario Burgos	*Craig Crotteau
*Charlie Perham	*Mike Wehr	

*Non-voting

Not in attendance

Call to Order

Dave Nash called the meeting to order and established a quorum. He stated that the Foundation is a separate entity from SAME but supports SAME. Board members all have a fiduciary role and are expected to fundraise. The Foundation does not run programs – that will be left to the Society. He summarized the progress we made since last year’s strategy meeting (slide 22 of Encl 1) and everybody had an opportunity to give an introduction. He then followed the established agenda (Encl 1).

Finance Report

Mike Wehr briefed the 2023 year in review from a finance perspective (slide 5). He emphasized the benefit of having co-chairs for the Finance Team and the work that the National Office is doing to standardize financial policies and procedures. The team would like to *sustain* the level of partnership with the Society and *improve* support to the Fundraising Committee.

Mike also briefly covered the budget which was presented in detail to the Foundation XC (slide 6 & backup slides). There was discussion about how the revenue numbers were calculated – it was actuals from 2023 with a 10% increase projection for 2024. This does not account for any new grants or fundraising goals. It is a very conservative budget used for internal purposes. As revenue were to increase, so would “Grant to SAME” money. This is not a budget that would be shared with potential donors and budget projections do not affect charity ratings. **Dave asked the board to vote on the budget; the budget was unanimously approved.**

Operations Report

Bob Schlesinger briefed the year in review for operations (slides 8-9). Of note is the continuance of stewardship deliberations (slides 11-12). The board has agreed that we can take out items that are meant for a more mature organization and require specific expertise, but we can include things like appreciated securities. Bill Haight has agreed to work with Ron Silva on these updates and will also include Planned Giving. This may require coordination with our broker.

Bob updated the board on governance as well. After removing the 15-person limitation, there is an unofficial goal to reach 20 members. This would necessitate 3 new members (vacancy plus replacements for Jane Penny and Ron Silva who will roll off at the end of this year). The board will also need to select a new Chair-Elect to

replace Tim Byers (taking over for Dave in 2025). Additionally, a new member will need to replace Bob Schlesinger in governance at the end of 2025. Schedule for nominations/elections is on slide 13.

Fundraising Report

Sal gave the board a snapshot of 2023 fundraising (slide 16). We increased revenue by more than \$100K from 2022 to 2023. Mercedes briefed the board on the progress she has made on the 2024 campaign involving Posts and RVPs (see updated snapshot in Encl 2). RVPs are embracing the challenge at different levels and in various roles. While there is some concern over Post/Foundation competition, messaging should stay consistent on the fact that Posts can do this AND raise money for their Post vs one OR the other. We will also be sure to manage potential multiple corporate contacts via our fundraising meetings. Should there be a reward of some sort for top performing Posts? Maybe a streamer? Todd Semonite is looking into this.

A potential donor, Mannish Mardia, has expressed an interest in funding a camp for \$100K (over 4 yrs) in the New Orleans area. Focused meetings will follow and should include National Office XD and staff. Mike Wehr mentioned the reliance on Posts where camps are conducted and that we need to be mindful of this. The National Office will also be hiring a Camps Manager. Could corporate members “donate” camp mentors – i.e. could volunteer time be converted to monetary equivalents in donations for internal tracking and recognition? More research needs to be done on this idea.

We are hopeful that NCEES will grant the Foundation \$100K sometime in the Spring. Actalent is very pleased with their first year of partnership. Baker-Hughes will attend the Cap Week Foundation Reception which will provide an opportunity to engage. Hal Rosen is advancing conversations with Bechtel. We need an updated Case Statement to effectively launch our external corporate campaign.

Marketing & Communications Report

Jane Penny gave an update on Marketing & Communications. They really need collateral for any deliverables. They would like to interview donors, LDP participants, campers, and more. They will take the lead on updating the Case Statement and develop a Marketing & Communications Calendar for the year. We need to make sure that our rating achievements are more prominently displayed on the website and in communications. They will begin quarterly meetings with the Marketing & Communications team at the National Office. Other ideas included a newsletter (2x per year) and Founder’s Day touch point. Stephen Karl noted that there has been a 600% increase on visits to the Foundation website in the last year.

New Business

- Kathy has begun the process of applying for CFC. It was not pursued in the past because of the cost, but the board approved up to \$2500 for this process understanding that the gain will far outweigh that cost. We will be sure to include the CFC# in communications and TME moving forward.
- Salesforce (SAME’s new enterprise management system) has a component that is better for donating and allows us to let donors cover credit card fees so that more money goes into revenue vs expenses. It also has a silent auction component. We will be scheduling a demonstration in the near future. Please let Kathy Off know if you would like to see it. Kathy will report back with cost and detailed capabilities.

Summary & Close

Dave reiterated a few positions/actions that were assigned just before or during the meeting: Bill Haight will lead the Planned Giving effort and assist Ron Silva with stewardship. Bob Schlesinger and Susan Thames will develop an orientation for new board members. The Governance Committee and the Foundation XC will work together on new roles and responsibilities for the organization. Tim Byers, as Chair Elect, will assist Dave with internal board communications.

He would like to improve the board’s understanding of what the corpus is and asked the Finance Committee and Foundation XC to work on that.

Finally, he asked for **all members to email him (please CC Kathy Off) with committee choices.** While all board members are responsible for fundraising, a lack of response will ensure that this is your primary committee/commitment. (See Encl 3 for 2024 Tasks).

- **Next *Formal* Board Meeting will be in July 2024 (looking for 100% attendance) – virtual only.**
- **Next XC Meeting is March 19, 1200 – 1300 EST - virtual.**
- **Next *Informal* BOD Meeting is at Cap Week, March 27, 1230 – 1400 EST – in person only.**



MG Mike Wehr, P.E., USA (Ret.)
Executive Director

Encl 1: Presentation Slides

Encl 2: Updated 2024 Campaign Snapshot

Encl 3: Year Ahead Tasks from Dave Nash