

Johnson County HeartSafe Foundation
Board General Meeting Minutes
July 9, 2019 – 9:00 AM
Lenexa Fire Station #93 – 24000 Prairie Star Parkway

Meeting called to order at 9:08 AM by Melody

Attendance

Board:

Melody Morales – Vice-President
Colin Fitzgerald – Secretary
Nancy Holland – Treasurer
Daren Pfeifer – Member at Large
Dawn Faudere – Member at Large
Joe Stellwagon – Member at Large

Absent Board:

Alyson Angell – President
Brad Robbins – Member at Large
Brian DeVader – Member at Large

General Attendance:

Charles Foat, JCCC
Tom Miller, Lenexa FD

Board meeting minutes from July 1, 2019 previously approved via email.

Executive Reports

President – Alyson Angell – Absent

Vice President – Melody Morales – None

Treasurer – Nancy Holland – No changes. \$1,877.94 in the Foundation's account. Nancy also reported that she would not run for Treasurer again in January 2020 as she feels it would be a conflict of interest with her leadership role on the Fundraising Committee.

Secretary – Colin Fitzgerald – None

Committee Reports

Melody discussed the revamping of the committees which occurred at the Board meeting on July 1st. Committee leaders were selected from Board members, focusing on the members-at-

large. Committee member volunteers will be needed from member agencies to make the Foundation goals a success.

a. AED Group – Brad Robbins was absent so Melody led the discussion

Preliminary Goals set at July 1st Board meeting:

- Refurbishment of donated AEDs
- Post-donation AED training
- Tracking (serial number, donor, recipient, etc.)
- Post-donation follow-up (registration)

Currently anticipated AED donations: 17 from Med-Act, 5 from Lenexa, and 4 from Leawood.

Discussion centered on refurbishment of AEDs. It is recognized that receiving a used AED and then donating it, even if a new battery and pads are added, is not refurbishment. The agreement which is signed by the recipient does hold the foundation harmless and states AED maintenance is the responsibility of the recipient. Jason Wakefield had volunteered to provide new pads and batteries at his cost which amounts to roughly \$150 per AED for Philips brand.

Currently, no formal training is required for the recipients. If it happens, it is provided at their request through one of the member agencies. Should training be required?

How do we ensure recipients are registering the AEDs per state law through MARC?

Tom Miller showed the AED tracking system used by Lenexa: heartsmartpro.com. It is a free web-based tracking system. The group felt that might be a viable option for tracking donated AEDs.

b. Bystander Public Recognition – Dawn Faudere

Preliminary Goals set at July 1st Board meeting:

- HeartSafe Heroes Celebration
- Public recognition

c. PIO Marketing – Daren Pfeifer

Preliminary Goals set at July 1st Board meeting:

- Volunteer recruitment
- Social media
- Website
- Newsletter

- Distribution List
 - Marketing materials
- d. Community Education – Joe Stellwagon
- Preliminary Goals set at July 1st Board meeting:
- Event attendance on a regular basis
 - Goal number to train (currently 100,000)
- e. Fundraising – Nancy Holland & Daren Pfeifer
- Preliminary Goals set at July 1st Board meeting:
- Prioritize financial needs and their estimated annual costs – would require committees to estimated financial needs
 - Possible agency membership fees (amount, education, distribution, etc.)
 - Establish annual committee goal costs to share with potential funders
 - Research grant opportunities
 - Use the above to set an annual fund-raising goal

The group discussed the possibility of charging membership dues to professional agencies. Colin mentioned that most professional agencies are used to paying dues to committees and various membership groups. Dawn researched 501-c-3 rules and charging a membership fee is allowed. Tom felt that charging a fee might encourage member participation. It is realized that charging membership dues would be a budgetable income source. Part of the membership drive would entail detailing membership benefits such as a voting spot on the Foundation, and agency name and logo inclusion in Foundation marketing materials and on the website.

Alyson and Melody have a meeting set up with the Women's Heart group about potential help in funding AED supplies. Nancy has been to several of the group's meetings and state that they are a national group with a smaller local membership that typically has fundraising in March. They provide support for local heart patients.

The importance of budgeting transparency is acknowledged. As of now, the treasurer, president and vice-president all have access to the Foundation finances. The question was asked whether the Foundation needs an accountant and whether those services might be donated.

It is realized that the Foundation Bylaws will need to be reviewed and potentially updated as we update committee goals. It is felt that the Board of Directors needs to take a preliminary look at the Bylaws and suggest changes to the Foundation at large.

General Topics:

- a. Updates / Old Business - None

- b. CPR Timers – Brad Fowler from Advent Health reported via email that he has given out the three cases of timers that he had. Timers will continue to be brought to events for give-away until they are gone.
- c. T-Shirts – Tom Miller reached out to various uniform and shirt vendors. The vendor requiring the lowest number of shirts on the initial order is xactxpressions. They require a minimum of 48 shirts at \$19.50 each for the initial order. After that, any number of shirts can be ordered at the \$19.50 cost. This was felt to be outside of the financial resources available to the Foundation at this time. However, the group does like the idea of a professional branding for events. The group had several ideas of local contacts who might be able to reduce the cost or number.
- d. Other / New Business

Kristin Peterson from Olathe was unable to be at the meeting. However, several subjects were included in an email to the Foundation. She emphasized that there will be increased hands-only training activity towards the end of July and the beginning of August, due to new KSHSAA guidelines for middle and high school groups. There will also be a big hands-only CPR and ATS Heart Check event at Olathe West on August 3rd from 8:00 AM to 3:00 PM sponsored by the mother of a young athlete / cardiac arrest survivor. She is also hoping to hold another similar event around homecoming. Kristin will forward on more information to anyone interested in helping.

Future Meeting Dates

Board Meeting: Video or Tele conference via WebEx Tuesday, August 13th at 3:00 PM. Darren will set up the conference and will send out the details a couple of days prior to the meeting.

Board of Director members are asked to review the Bylaws prior to the virtual meeting and have suggested changes ready.

General Meeting: Monday, September 16th at 11:00 AM at the Johnson County CCC - 11880 S. Sunset Drive, Room 2104