

**JESS PARRISH MEDICAL FOUNDATION
EXECUTIVE COMMITTEE MEETING
HELD AT PARRISH MEDICAL CENTER
JUNE 28, 2005
MINUTES**

The meeting of the Jess Parrish Medical Foundation, Inc. Board of Directors was held on Tuesday June 28, 2005, at Parrish Medical Center in conference room 2/4 at 7:30 a.m.

The following members were present:

Christopher Broome, Secretary
J.J. Parrish III, Past Chairman
Turmy Sieveking, Member-at-Large
Jason Snodgrass, Vice Chairman
Greg Sparkman, Chairman
Barbara Terhune, Member-at-Large (via conference call)

Others present:

Jerry Allender, General Counsel
Judy Casper, Development Officer
Laurie Smirl, Executive Director
Roxanne Woods, Foundation Assistant

CALL TO ORDER

Mr. Sparkman, Chairman, presided and called the meeting to order at 7:40 a.m.

REVIEW AND APPROVAL OF MINUTES

The following motion was made by Ms. Sieveking, seconded by Mr. Broome and approved (6 ayes, 0 nays and 0 abstentions).

MOTION: TO APPROVE THE EXECUTIVE COMMITTEE MINUTES OF THE APRIL 26, 2005, EXECUTIVE COMMITTEE MEETING AS PRESENTED.

REPORT OF OFFICERS

Chairman's Report – Mr. Sparkman announced that Jean Meister has submitted her resignation to the committee. It was recommended that a gift be provided to Ms. Meister for her many years of service. The following motion was made by Mr. Parrish, seconded by Mr. Broome and approved (6 ayes, 0 nays and 0 abstentions).

MOTION: TO DRAFT A RESOLUTION RECOGNIZING JEAN MEISTER FOR HER MANY YEARS OF SERVICE TO THE FOUNDATION AND TO OBTAIN AN APPROPRIATE GIFT THAT WOULD BE PRESENTED AT THE AUGUST 30, 2005, EXECUTIVE COMMITTEE MEETING.

Treasurer's Report - Mr. Sparkman, Chairman, reported on the financial statements in the absence of Mr. Moore. He noted that current assets are \$271,439. Total revenues for the month of May 2005 were \$60,736 and total expenses were \$72,489. Mr. Sparkman explained that this is a timing issue related to when the funds came in and when the program distributions were made. Mr. Parrish noted that we are on a cash basis of accounting versus an accrual basis.

The following motion was made by Ms. Sieveking, seconded by Mr. Parrish and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO APPROVE THE FINANCIALS FOR MAY 2005 AS PRESENTED.

Executive Director's Report – Ms. Smirl submitted her written report that was sent in the board package to members. She asked if there were any questions from the group with regard to her report? She welcomed Roxanne Woods to the Foundation staff having completed her probationary period. Ms. Smirl extended her thanks to Judy Casper for completing her first year of service with the Foundation.

Development Council Report – Ms. Smirl, Executive Director, reported on the Development Council in the absence of Mr. Boggs. Ms. Smirl stated that the Development Council Committees are coming along well. Mr. Boggs has requested that each member try to attend the Solicitation Training session that is scheduled for July 28th. There will be a make-up session on August 10th. It is planned to have all volunteers trained by the end of August, then prospective donor calls can start.

Ms. Smirl circulated a prospect list. Mr. Boggs asks that everyone think about whom they would be willing to call on as a prospective donor. It is requested that each member participate in 3-5 of these prospect calls. Plans are underway with regard to a Main Street PMC timetable. Once the project team knows, a sign may be placed at the site with wording such as “Site of Main Street PMC Coming in the spring of 2006.”

Distribution of the Main Street PMC Naming Opportunities sheet was distributed for the committee's review. This is a fluid document and feedback and input was requested. It was noted by Judy Casper, that the pavilion construction would be sponsored by the Circle of Giving (employee giving circle) and, thus, should be noted on the sheet. Ms. Smirl explained that the fitness track and pavilion might be located further east on the property. This would allow for a few small pavilions to be built closer to the Main Street PMC project. Question was raised as to the size of the employee pavilion. Ms. Casper described the overall plan for the pavilion and its usage and that a rendering is currently being pursued.

The following motion was made by Ms. Sieveking, seconded by Mr. Broome and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO ADOPT THE DRAFT OF THE NAMING OPPORTUNITIES DOCUMENT, WITH CHANGES RECOMMENDED BY THE MAJOR GIFTS COMMITTEE, NOTING THAT JPMF STAFF WILL PERIODICALLY PRESENT CHANGES FOR APPROVAL.

Discussion ensued regarding the need to keep the PMC Board and Mr. Mikitarian informed on a regular basis of all information on the Main Street PMC project. All were in agreement.

Mr. Snodgrass stated that the Annual Gifts committee is coming along well. It has a diversified membership and they are a very enthusiastic group. He shared that everyone should have received a memorandum on the restructuring and that it is very important for the committee to

embrace this restructuring. There will be a place for all donors in the giving structure. The past practices of parties and functions may change, but all will be included in the recognition process. Mr. Snodgrass further discussed the bricks from the "Pathway to Progress" program that are currently in storage. The Annual Gifts committee would like to see the program concluded and the current bricks from the program be laid. It was shared that Mr. Male could make up a design for approval by the PMC CEO.

The following motion was made by Mr. Snodgrass, seconded by Mr. Parrish and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO CLOSE OUT THE "PATHWAY TO PROGRESS" PAVER PROGRAM.

The following motion was made by Mr. Snodgrass, seconded by Mr. Parrish and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO REQUEST INSTALLATION OF THE "PATHWAY TO PROGRESS" BRICKS AT THE DIRECTION OF HOSPITAL ADMINISTRATION.

As individuals want to know where the memorial bricks are located, it was recommended that we contact those individuals that we have addresses available and make them aware of the "Pathway to Progress" bricks installation.

The following motion was made by Mr. Snodgrass, seconded by Mr. Parrish and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO NOTIFY "PATHWAY TO PROGRESS" DONORS OF THE LOCATION OF THE MEMORIAL BRICKS WHEN THEY HAVE BEEN INSTALLED.

Currently, we have approximately 400 commemorative Plexiglas-mounted bricks in storage. It is recommended by the Annual Gifts committee that we have a one time sale to employees/auxiliaries in July. Remaining commemorative bricks will be given for recognition at the \$500 donor level or be used in other ways until they are all sold.

The following motion was made by Mr. Snodgrass, seconded by Ms. Sieveking and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO CLOSE OUT THE COMMEMORATIVE BRICK PROGRAM AFTER ALL THE CURRENT SUPPLY IS EXHAUSTED.

Discussion was presented with regard to some people feeling left out or unhappy with regard to parties and functions under the new giving circles structures. It was felt that perhaps these individuals might not understand the change. Also, it was noted that change is very difficult for some people. It was recommended by the group that Ms. Smirl contact Patti Lyons with Pride Philanthropy to see how other foundations that have undergone this structural change have handled this. Perhaps Ms. Lyons can assist with ideas on how to present this information to community volunteers so we can better explain and support the changes. It was again reiterated that all donors would have recognition appropriate for their giving level and that the Executive Committee must embrace the change and help in positively communicating this to the public.

Mr. Broome reported on the Planned Giving committee. He stated that the group is engaged and planning a September time frame for an employee/auxiliaries education session. One of the topics of the session will be how employees/auxiliaries can include the hospital in their planned giving (will, bequest, etc.). Mr. Broome will be contacting the Foundation office with information and possible dates.

UNFINISHED BUSINESS

Golf Outing – The planned one day golf outing for June 24, 2005, was rescheduled to July 8, 2005, due to rain. The same place and format will be in place. Ms. Casper is sending out a reminder announcement to current players. It was also shared by Ms. Casper that there are still slots for additional teams.

NEW BUSINESS

Grants Committee – Mr. Parrish reported on the Grants Committee. A meeting was scheduled for June 22, 2005, but was canceled, as they did not have a quorum. A phone vote was conducted and the results were distributed to the Executive Committee for their review and vote.

Mr. Parrish reported that all were in agreement on the BETA-Girls Are Great (\$2,000), PMC-BCC Childcare Development Department (\$10,000) and Titusville Police Athletic League – PALS (\$2,000). Grants Committee members approved award of these grants unanimously.

The following motion was made by Mr. Parrish, seconded by Mr. Broome and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO APPROVE THE GRANT TO THE BETA-GIRLS ARE GREAT (\$2,000) AS RECOMMENDED BY THE GRANTS COMMITTEE.

The following motion was made by Mr. Parrish, seconded by Mr. Broome and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO APPROVE THE GRANT TO THE PMC-BCC CHILDCARE DEVELOPMENT DEPARTMENT (\$10,000) AS RECOMMENDED BY THE GRANTS COMMITTEE.

The following motion was made by Mr. Parrish, seconded by Mr. Broome and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO APPROVE THE GRANT TO THE TITUSVILLE POLICE ATHLETIC LEAGUE-PALS (\$2,000) AS RECOMMENED BY THE GRANTS COMMITTEE.

Mr. Parrish shared that Circles of Care has requested \$5,760 for their Violence Intervention/Prevention Program. It was reported that they served 37 students last year at a cost of \$150 per student. Mr. Parrish is encouraging Circles of Care to expand their program to reach

sixty students in the coming year. Question was raised as to how Circles of Care is measuring outcomes. Discussion ensued among the group and it was noted that a before and after test is given to each participant. Clarification was made that this program does benefit the North Brevard community and there is a great need in this area. Also, this charity will assist students with positive skill sets.

The following motion was made by Mr. Parrish, seconded by Ms. Sieveking and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO APPROVE THE GRANT TO CIRCLES OF CARE (\$5,760) AS RECOMMENED BY THE GRANTS/EXECUTIVE COMMITTEE.

The final grant for review was the PMC Diabetes Program. Question was raised as to how the funds were distributed to individuals in the program. Ms. Woods shared her experience and knowledge of the PMC registration process and funding and noted that they do submit charges to one's insurance company first, if the person has insurance. Discussion ensued.

The following motion was made by Mr. Parrish, seconded by Ms. Sieveking and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO APPROVE THE GRANT TO PMC DIABETES PROGRAM (\$6,500) AS RECOMMENED BY THE GRANTS/EXECUTIVE COMMITTEE.

In conclusion, Mr. Parrish requested a motion to move \$5,000 from the NBMS Grants to the Mammogram Program to replenish funds.

The following motion was made by Mr. Parrish, seconded by Mr. Broome and approved (6 ayes, 0 nays, and 0 abstentions).

MOTION: TO MOVE \$5,000 FROM THE NBMS GRANTS TO THE MAMMOGRAPHY PROGRAM AS RECOMMENED.

Upcoming Meetings - Mr. Sparkman announced that the next Executive Committee would be on Tuesday, August 30, 2005, at 7:30 a.m. The July meeting has been cancelled.

Jess Parrish Medical Foundation
Executive Board Minutes
June 28, 2005
Page 6 of 6

Ms. Smirl announced that “Solicitation Training” would be held for members and volunteers on July 28, 2005, and a make up session on August 10, 2005. All were encouraged to try to make the July 28th meeting.

Ms. Smirl requested that members and Development Council Committee Chairs respond to the Foundation office as to their availability for the “Trends in HealthCare Foundations Symposium” to be held on September 14-16, 2005, at Ponte Vedra, Florida, as soon as possible to ensure their place for this important educational opportunity.

ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 8:40 a.m.

Christopher Broome, Secretary