

MINUTES OF THE TUESDAY, OCTOBER 9, 2018 REGULAR BOARD OF DIRECTORS MEETING OF THE PRESBYTERIAN VILLAGES OF MICHIGAN FOUNDATION BOARD HELD AT THE PARK AT TROWBRIDGE, SOUTHFIELD

	2/6 BOD Mtg.	2/15 Gala Volunteer & Sponsor Celebration	2/23 Winter Governance Summit	5/18 Donor Societies & BOD Lnchn	6/12 BOD Mtg.	6/22 Village Victory Cup	7/27 Technology Summit	9/21 Strategic LDSHP Advance	10/9 BOD Mtg.	11/8 Gala	12/5 BOD Mtg.	TOTAL
Bomberski	X	--	--	--	--	--		--	X			<b>1</b>
Carnaghi	--	--	--	X	X	X		X	-			<b>2</b>
Denler	X	--	X	X	X	X		X	X			<b>4</b>
Dixon	--	--	--	--	--	--		--	-			<b>0</b>
Gompers	X	--	--	X	X	X		X	X			<b>3</b>
Hubbard									X			
Johnson	X	--	X	--	X	X		X	X			<b>3</b>
Kimble	X	X	--	X	X	X		--	X			<b>4</b>
Lau	X	--	--	--	--	--		--	X			<b>1</b>
Lindow	Phone	--	--	--	--	--		--	--			<b>1</b>
Miller	X	X	X	X	X	X		X	X			<b>5</b>
Morgan	--	--	--	--	Resigned							<b>0</b>
Peterson	X	--	--	X	X	--		--	X			<b>3</b>
Rabbideau	Phone	--	--	X	Phone	--		--	-			<b>3</b>
Schroeder	X	X	--	X	X	X		X	-			<b>4</b>
Snider	X	--	--	X	X	X		--	X			<b>3</b>
Turman	--	--	--	--	X	X		--	-			<b>1</b>
Utley	Phone	--	--	X	X	--		--	X			<b>3</b>
Wallace	--	--	--	--	--	--		--	-			<b>0</b>
<b>Ex-Officio</b>												
Ball	X	X	X	X	X	X		X	X			<b>5</b>
Myers	X	X	X	X	X	X		X	X			<b>5</b>

Foundation Staff:

Ms. Debbie Smith and Ms. Avni Thomas

Guests:

Mr. Peter Kurrie

Welcome and Call to Order

Mr. Gompers called the meeting to order at 11:35a.m., followed by prayer.

1. Chairman's Report

Introduced Ms. Sarah Reynolds, Executive Director of The Park at Trowbridge and Loretta Osby, President of Resident Council at The Park at Trowbridge.

Approval of the June 12, 2018 Minutes from Regular Board of Directors Meeting –

**A MOTION WAS MADE BY Mr. Bob Peterson AND SECONDED BY Mr. David Lau TO APPROVE** the meeting minutes from the June 12, 2018 Regular Board of Directors Meeting.

**PASSED UNANIMOUSLY.**

Mr. Gompers presented proposed 2019 PVMF Board of Directors Meeting Schedule as on agenda. One change to January 22, 2019 from January 29, 2019.

Mr. Peter Kurrie presented the recommended changes to PVMF Investment Policy Section D & G (pg. 47) for contract of expectations and working with investment managers, and quantify risk of benchmarks. **APPROVED no motion needed from Standing Committee.**

2. PVMF Gala, 4 Weeks & Counting

**PVMF Gala, 21 Weeks & Counting (Mr. Kimble)**

- Tom and DeDe Kimble and Pete Kurrie are co-chairs.
- Should be very exciting and the best gala.
- Co-chairs met with Henry Ford for tasting.
- Goal \$285,000, at \$200,000 now; approximately 400 tickets sold.
- Board Donations – board member requested to donate toward \$1,000 Grand Slam cash raffle prize for Gala. Forms included in board packet.

3. Donor Stewardship

**Handwritten thank you notes by PVMF Board members: (Ms. Smith)**

- Board members prepared individual thank you notes to donors who gave at least 2+ gifts to PVM in 2016 & 2017 of \$50+.

4. Board Generative Discussion

**PVMF Strategic Plan Task Forces**

- Henry Johnson – Improve Campaign Planning: Looking at question of improving campaign planning 2.1 objective with action to develop recommendations of what does it mean by high value and high impact. Criteria to determine if a project is high impact and value: 1) Is it needed, 2) align with mission, 3) can we deliver the project as promised to funders, 4) is it measureable, 5) who will benefit from the project. At next meeting, task force is looking at how ideas become projects. Paul Hubbard will share Goodwill Industries scoring measures.
- Bob Peterson – Donor Loyalty: Opened last meeting with video from Michael Watson on what is a donor's emotional connection to organization. Task force looked at multiple year donors, and how to stop losing donors, as it is harder to get new donors than retain donors. Task force members will survey multi-year donors, asking why donor supports PVM and what influence do events have on donors' giving. Task force will call small sample of donors for 4+ years by next meeting.  
Task force will also look at engaging donors each year by asking board members at each Village to coordinate getting other board members to give. Individuals who make 3+ gifts for 5 years have a retention rate of 60% for PVM (Gala raffle tickets and memorial gifts may add to this %). Currently not able to communicate effectively to grateful family members and may hire consultant to assist. Building relationships with residents may encourage participation in giving. Gala invites will go East Harbor and Westland.
- Tom Kimble – Board Giving: There is overlap with Donor Loyalty. Strategic Objective is to raise \$500,000 each year and develop plan by 2022. March Board Giving Month came from task force with 78% participation. In order to reach high goal by year 5, task force suggests Board Giving month, Village Board Chair education, Launch \$500k campaign in 2019, task force members speak to 4 village boards.  
At next meeting, discuss how to invest in board chairs with approach to each being different. Are board members asked to give when they come on as new members? Governance Committee sent a letter with that expectation and introduced a modified board profile form; would benefit from verbal reinforcement of giving expectations from board chair. Timeline for board education - 2019 develop campaign, 2020 individual asks with specific amount, 2021 & 2022 celebrate successes.
- John Denler – Planned Giving/Bequest: Group is struggling with how to make new planned gifts/bequests happen. Focus is on Perry Farm, East Harbor and Westland. Will be highlighting Margaret Nolan gift with table cards on why dining room is named after her. Financial planning individuals will be added to mailing list. Goal is to move Calvin Society from 77 to 125 members. Discussed developing a one-page piece on how philanthropy makes a difference. Tom Ahern recommends that February is better time to talk about planned giving. Discussion to encourage staff to become Calvin Society members during open enrollment by naming PVM in will/trust. For more education to board members to become Calvin Society members, perhaps present at all board meetings regarding Calvin Society; possibly start a monthly sustainers club.
- Jim Gompers – Leadership Giving: Charged with increasing leadership giving (defined as \$100,000+ donors) by raising \$750,000 annually by 2022. The committee may go away but work will continue. Work gets done with grants and campaigns. Need to continue grants but increase individual giving. A Major Gift Committee will be formed to focus on large gifts – chairs and membership to be determined.

5. President's Report

Will develop a list of email and mailing addresses of affluent individuals. Will extend communication to family members. Develop a list of naming opportunities to have on hand at all times. Major gifts will count towards campaign.  
PVM participate in Detroit Homecoming? Donna Snider suggested contacting Brian Hoglund to be invited to next Detroit Homecoming

- Bob Schroeder – Engage Staff and Volunteers: Avni Thomas reported in Bob Schroeder's absence. Develop a Giving Cabinet, an onsite team to raise funds. Opportunity to be available as staff registers for benefits to include how to name PVM as beneficiary. Offer during orientation and develop how to make ask.

**President's Report (Mr. Miller)**

**PVMF Executive Summary**

- Raised \$1,700,000 YTD. \$1,000,000 to goal.
- \$950,000 Marguerite Nolan bequest has made a big difference.
- Grant Projections –several grants outstanding. Trend is to collaborate on grant submission but Foundation does heaving lifting. Does not show on PVMF summary. Will include on updates as separate line item.

**Francine Anderson Pledge Write-Off**

- \$5,000 pledge write off recommended due to donor being deceased.

**A MOTION WAS MADE BY Mr. David Lau AND SECONDED BY Mr. Henry Johnson TO APPROVE \$5,000 Francine Anderson Pledge Write-Off.**

**PASSED UNANIMOUSLY.**

**Thome Foundation Visit Recap**

- Roger and Paul went to Chicago and met with Sri Lakkaraju and staff at Bank of America. Goal to receive grant in 2019. Discussed a naming gift to reflect the legacy of Thome Family, but little interest was shown.

**Village of East Harbor Fundraising Campaign**

- \$160,000 left to raise. Not a lot of interest on campus. David Miller making a \$50,000 ask tomorrow.

**Tom Ahern – PVMF Publications**

- Memo on pg. 39 contains comments from Tom Ahern to Bobie Clement on great newsletter article.

**Year-End Appeal**

- Scheduled to mail just before Thanksgiving.

**Staffing Update**

- Paige Vanzo moved to Indiana. Interviewing for position with potential to make offer and hopefully have new hire on board before Gala. Thank you to Bob Schroeder and Avni for participating in interview process.

**Grant Update (Ms. Thomas)**

- Thank you to David Lau for lead to Key Bank. Connection to Presbyterian Women? Charlotte Fisher from 1<sup>st</sup> Presbyterian of Birmingham suggested.

**Weinberg Videos**

- Videos submitted to Weinberg video contest shown.

**PVM Update (Roger Myers)**

- Same owner as The Park at Trowbridge has chosen PVM to manage another property, Park at Franklin; PVM also in talks of managing another property. Mr. Johnson asked how many sites PVM has. Mr. Myers will send out a current list of properties.

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6. Treasurer's Report	<b><u>Treasurer's Report (Mr. Miller)</u></b> <ul style="list-style-type: none"><li>• Mr. Carnaghi in Louisville on business – no action necessary on Treasurer's Report.</li></ul>
7. Executive Session	<b><u>No Executive Session</u></b>
Adjournment	The meeting was adjourned at 2:15 p.m.

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Debbie Smith  
Recording Secretary

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Donald Lindow  
Secretary

**NEXT MEETING:** PVMF Board Meeting; December 4, 2018 (Tuesday), PVM Home Office, Southfield, MI