



## January 13, 2022 Meeting Agenda

3:00 – Call to Order and Welcome

### Consent Agenda

1. Approval of Minutes
2. Committee Reports - Recap

### Active Agenda

#### Introductions

- Welcome Josh and Hanna

#### Budget & Finance Update

- General Update
- Maher Estate Update
- 403(b) update
- Budget Review and Board Approval Required

#### Facilities

- Kitchen Update
- Safety & Security – incident response

#### Development

- Marketing update

#### Board Participation Guide

- Document provided

#### January 18<sup>th</sup> Open House

- Please RSVP to Heather

Adjourn



Ronald McDonald  
House Charities®  
Eastern Iowa & Western Illinois

## November 18, 2021 Meeting Minutes

Attending: Seth Friedman, Janine Petigout, Ben Logston, Brent Hawkins, Dennis Gendron, Heather Croskrey, Shannon Greene, Heidi Beals  
Guest: Mitchell Dellamuth

3:17 – Call to Order and Welcome

### Consent Agenda

1. Approval of Minutes
2. Committee Reports - Recap

Motion to approve consent agenda: Brent Hawkins\_\_\_\_ 2<sup>nd</sup>: Heidi Beals. Motion passed

### Active Agenda

### Budget & Finance Update

1. Mitch Dellamuth, CRBT, 3:15pm
  - a. Investment funds are performing well. Reference the CRBT report.
  - b. We need to clarify protocol for investment manager outlined in IPS (specifically single equity securities). Finance Committee will review the IPS and propose changes/provide clarity based on our current financial position and financial world.
2. General Update
  - a. (Dennis) Income is coming in at a good pace. We are in good financial standing. There are no concerns from the finance committee.

- b. (Shannon) Rock Valley Physical Therapy did a year long fundraiser divided between 4 chapters. We received over \$25,000
3. Maher Estate Update
  - a. We received a partial payout from the estate and are waiting for the remaining. The real estate holding is still in limbo.
4. Housekeeping (Shannon) we are proposing adding a contract housekeeping service to clean. Rational include:
  - Elevate RMH to professional level cleaning standards.
  - Ensure consistency in room sanitation and appearance.
  - Relieve guest families from any type of check out cleaning duties.
  - Insure we are taking good care of our investment in our facility.
  - Allow for a broader range of duties and richer engagement for RMH volunteers.
  - Allow us to reduce part-time day staffing, which is traditionally challenging to fill.

Motion to approve adding contract housekeeping for 8 hours a day 5 days a week: Motion: Heidi Beals  
2<sup>nd</sup>: Seth Friedman Motion passed

## Policy

- Vaccination Policy Update, (Shannon) update policy to include recommended booster as part of our vaccination requirements

Motion to approve updated vaccination policy: Janine Petitgout 2<sup>nd</sup>: Heide Beals Motion passed

- Travel Home Policy (Shannon) Global initiated travel restrictions at the beginning of COVID restricting travel of families staying at RMHC facilities. We have received permission that if board approves, they will allow fully vaccinated individuals to travel home as they wish, maintaining the 48-hour rule. Unvaccinated individuals will be required to follow the two-week travel restriction.

Motion to approve new guest travel home policy: Heidi Beals 2<sup>nd</sup>: Brent Hawkins Motion passed

## Facilities

- Kitchen Update & Discussion (Ben)
  - The plan is to move forward with the Kitchen remodel with board approval. Meetings have taken place with proposed contractors. We are finalizing the cut sheets to ensure everything is as needed and will fit as indicated in the proposed space.
  - With the Office addition, we ran into unknown issues in the walls. For the Kitchen, we propose exploratory work to identify any issues before demolition of the Kitchen and order equipment.

- Plan will be to start in January 2022. Lead time is still delayed due to supply chain issues, we will time demo to ensure that we are not demolished and waiting on equipment. Quoted 12 week timeline for project completion.
- We will have a project manager through Build-to-Suit to help manage the project. Estimated 10 hours a week.

## BOD

- Strategic Planning Conversation
  - The final strategic plan has been shared with the Board for review.
  - The plan was intentionally kept high level, individual work plans will be used to drill down and determine how to reach the goals outlined in the plan.

Motion to adopt proposed Strategic Plan: Dennis Gendron 2<sup>nd</sup>: Heidi Beals Motion passed

## Development

- Marketing RFP's update – Heather
  - We put out an RFP for marketing services. We received 4 proposals and have invited 3 firms to come in to interview.
  - The Development Committee will present its recommendations to the Board.

Adjourn 4:24 pm

Shannon Greene

## December Notes:

- We ended 2021 with a strong showing of financial and in-kind donations, and most importantly, a COVID-free staff!
- Our census remained low all year and was extremely low at holiday time. We still held our holiday activities, but on a smaller scale.

## Ronald McDonald House Operations

- The new Travel Home policy took effect in January 2022. We updated our website, check in materials, and notified the hospital. We hope to see an increase in our census as vaccinated families learn that they can travel freely.
- Housekeeping services began on January 3<sup>rd</sup>.

## 2022 Program Totals:

<b>Ronald McDonald House</b>		
Families Served	<b>327*</b>	
Individual Guests	807	
Avg. Length of Stay	14.45 days	

\*Interesting to note that the 327 families served came to us from 20 different US states and 2 different countries.

<b>Volunteer Program</b>		
<b>Volunteer Type</b>	<b># Individuals</b>	<b># Hours</b>
Individuals	106	1757.25
Group Volunteers	67 ( in 15 different groups)	62
Front Desk Volunteers	6	125

## Ronald McDonald House Facilities

- Exterior door materials still on order. Will install as soon as products are in.
- Kitchen demo not scheduled yet. Issues with fit of equipment.
- Put our new security camera to the test with the incident in early January. Video is clear and crisp, and we were able to easily download video needed for law enforcement.
- Hanna continues to work on securing bids for a new key system.
- New HVAC system keeping guests warm and toasty during these winter months.

## Ronald McDonald Family Room at UI Stead Family Children’s Hospital

Current services provided: To-go orders only

### 2022 Data

<b>UISFCH</b>	<b>Total Visits</b>	<b>Ave. Daily Visits</b>	<b>New Reg's</b>	<b>New Patient's Families Served</b>
<b>Jan.</b>	332	11	56	35
<b>Feb.</b>	283	10	51	33
<b>Mar</b>	398	13	59	43
<b>Apr</b>	232	8	71	45
<b>May</b>	397	13	69	44
<b>Jun</b>	500	17	76	46
<b>Jul</b>	590	19	102	63
<b>Aug</b>	739	24	133	90
<b>Sept</b>	704	23	118	90
<b>Oct</b>	787	25	126	85
<b>Nov</b>	676	23	97	69
<b>Dec</b>	697	22	100	74
<b>Total</b>	<b>6335</b>	<b>17.3</b>	<b>1058</b>	<b>717</b>

## Ronald McDonald Family Room at UnityPoint Health-St. Luke's

Current available services: To-go orders, inside dining (two families at a time), sleep rooms (overnight stays on the floor).

Month	Total Registrations Over 21	Total Registrations 21 or under	Total Families Served (Unduplicated)	Daily Visits	Sleep Room Nights Provided
January	72	2	44	375	39
February	86	2	50	625	54
March	84	0	50	644	80
April	89	2	50	719	78
May	98	2	59	531	39
June	97	7	59	469	24
July	130	4	75	835	62
August	161	3	102	931	58
September	141	0	81	805	54
October	133	0	76	844	57
November	134	1	75	833	34
December	103	1	61	749	42
<b>Totals 2021</b>	<b>1091</b>	<b>22</b>	<b>646</b>	<b>6778</b>	<b>545</b>

## Fundraising and Marketing

- Year-end donations were strong. We received three unexpected stock donations and several larger than usual personal checks from individuals.
- Following our RFP process, we selected a new marketing firm: Plaid Swan. We were impressed with their communication structure, attention to detail, and creativity. We are transitioning from deNovo to Plaid Swan in the month of January 2022. We will retain deNovo for our website services.
- The McDonald's Giving Tree program was reinstated this year after taking a year off. We offered two ways to participate—traditional dropping off items at stores and a QRC code to send items directly from Amazon to RMH. Amazon items came in almost daily in the month of December.

## RMHC-EIWI Finance Committee Meeting 11/30/21

Participating: Scott Soifer, Brent Hawkins, Dennis Gendron, Shannon Greene

Guest: Mitchell Dellamuth, CRBT (Investment Policy discussion)

### Investment Policy:

- Follow up from November board meeting discussion of IPS statement, section 6.1: “Investment managers are prohibited from investing assets in single equity securities.” Committee agrees that this should be removed. Shannon will make this change and send out the entire policy for review in case any other updates needed.

### Income:

- Primary proposed change is significant increase to Foundations & Grants; Round Up (from \$27/store to \$181 store). After discussion of challenges to a year-round push, suggestion made to move to a time limited, targeted fundraiser similar to the Peoria RMHC’s very effective “Give A Little Love” fundraiser. Shannon will reach out to Peoria House to learn more about what they do. Scott and Dennis offered to help promote this with the owner/operators. Opportunity to promote the event at the owner/operator RMH Open House on January 18<sup>th</sup>.
- Projecting 8% increase in event revenue.
- Scott and Dennis confirmed commitment to 2022 Shamrock Shake promotion. Budgeted for same amount as 2021.
- Scott shared that the Penny Per Happy Meal will revert to the 1 cent in 2022, but with 100% of profits staying local instead of the 25% going to Global RMHC.

### Expenses:

- Discussion around staff salaries and benefits. Budget reflects a 3% across the board cost of living increase for staff. May need to reevaluate this to stay competitive and/or consider implementing a merit-based system. \$1.00/hour increase was given to part-time staff in 2021, may need to increase again to stay competitive.
- Benefits (medical, vision, dental) increased 4%. Some additional cost increases due to staff entering new age brackets.
- UI Security increasing by \$1/hour.
- New added expense of Housekeeper contract (\$38,000)
- Expect slight decline in Office Supplies and House Supplies due to large 2021 donations and anticipated year-end donations through Giving Tree and Martin Brower.
- We have applied for a new mini van through Variety Club of Iowa. Anticipate receiving this in May/June of 2022. Will have slight impact on vehicle insurance and registration costs.



Other Income:

- Regarding cash flow, we anticipate an additional \$760,000 (\$600,000 Maher Estate, \$20,000 Price Estate, \$93,000 ERC). These were previously booked as 2021 income and receivables and are yet to be received.

Next Steps: Shannon will rework income sections (Foundations & Grants, McDonalds 365) and will send updated budget draft to the committee for their review and approval.

December Facilities Committee Meeting  
December 16, 2021

Participating: Michael Eye, Brian Harry, Hanna Zevenbergen, Shannon Greene

1. We have obtained three bids for a new key system throughout the House. The current key system is unreliable, outdated, and doesn't allow for quick fixes when something goes wrong. The three bids were from Walsh Door and Security, SEI, and Tech Solutions. I will send bids out to everyone for review.
2. We are working on getting bids for new interior doors throughout the building. The current doors are wearing down and there is a sizeable gap between the bottom and the floor. This is also something we want to explore and do in conjunction with the change in key systems if possible. I will send bids your way when we receive them.
3. We were informed of a current issue regarding our newest lights that were installed. The newest lights were originally designed for four light bulbs. They reconfigured the lights upon installation, so they are now designed for two light bulbs. It is believed that since we have double the power going into the light bulbs, they are burning out at a fast rate. I will be looking to bring in an electrician to take a look at what was done and if there are any fixes that can take place.
4. Our kitchen remodel continues to move forward, but at a slower rate than expected. We were recently informed that there may need to be expansion of the roof in order to fit our appliances. The team is double checking that current situation before proceeding with purchasing equipment. We have also chosen the colors/materials for our countertops and cabinets. Overall, we are still moving forward as planned with the project.

Development Committee Minutes  
12/16/2021

Attending: Seth Friedman, Grant Lube, Jamie Henderson, Shannon Greene, Heather Croskrey, Jessica VanDenBerg.

1. Give A Little Love - Feb McD Promotion
  - a. Will sell \$1,3,5 hearts
  - b. incentives for crew/stores
  - c. possible free McD's food item if customers aren't asked to participate
2. Marketing firm finalization and timeline
  - a. Plaid Swan has been chosen. All firms have been notified.
  - b. Working with deNovo to finish current projects and finalize a transition plan.
  - c. Intake meeting with Plaid Swan planned for January 4.
  - d. We will continue to contract with deNovo for our website and calendar
3. Annual Campaign
  - a. Mailing went out week before Thanksgiving.
  - b. Digital campaign not performing. Stopped digital paid ads
  - c. Suggestion was mentioned to look into a Venmo promotion next year.
4. Stock donations and IRA Required Distributions
  - a. Recommendation to form communication flows around donation options of stocks and IRA required distributions. Include language around tax saving possibilities (high level).
  - b. Grant to look into language and examples
  - c. Bring up with Plaid Swan regarding targeted communications and options.