



## May 12, 2022 Meeting Agenda

3:00 – 4:00 Social  
Board/ Staff Introductions

4:00 Call to Order and Welcome

Consent Agenda

1. Approval of Minutes
2. Committee Reports - Recap

Active Agenda

Budget & Finance Update

- General Update
- Audit

Facilities

- Kitchen Update
- Furniture – Status update on vendor

Operations

- Census

Development

- Red Shoe Run
- Golf
- Kitchen Construction Meal Campaign?

**Adjourn**



## March 10, 2022 Meeting Minutes

Attending: Jamie Henderson, Brent Hawkins, Heidi Beals, Kristin Solberg, Janine Petitgout, Ben Logsdon, Scott Soifer, Ian Russell, Josh Rasmusson, Hanna Zevenbergen, Heather Croskrey, Seth Friedman

3:00 – Call to Order and Welcome

### Consent Agenda

1. Approval of Minutes
2. Committee Reports – Recap

Motion to approve the Consent Agenda: Heidi 2<sup>nd</sup>: Janine.  
None opposed. Motion passes

### Active Agenda

#### Introductions

- Welcome Kevin

#### Budget & Finance Update

- General Update – Brent: Working on pre-audit materials and things are looking well.
- Maher Estate Update – Ian: Ian has been in communication with the Maher Estate lawyer. We continue to wait on response from majority owner.
- Operational Cash Flow Policy changes – Heather: To more effectively reflect the operating budget of RMHC-EIWI, the proposed policy update increases our target checking account balance to between \$125,000 and \$200,000.

Motion to approve updated cash flow policy changes: Heidi 2<sup>nd</sup>: Scott.  
None opposed. Motion passes

#### Facilities

- Kitchen Update; Ben: The plans for the kitchen remodel needed to be adjusted when it was discovered that the commercial vent was located too close to the intake vent in the mechanical room and the guest windows above the kitchen. To correct this, we propose extending the kitchen further creating a large serving area with doorways opening into the great room. This will provide more space for service delivery as well.

Motion to approve updated budget for the kitchen renovation that includes the expansion with a cost up to \$500,000: Scott 2<sup>nd</sup>: Seth. None opposed. Motion passes

- Furniture – Hanna: Hanna has researched furniture companies in the US after our initial bid added a 40% shipping cost. The 2022 Beard Extravaganza raised \$23,000 toward furniture. Once bids have been obtained, we will circulate to the board for a vote on replacing the guest room furniture

#### Operations

- Census- Hanna: We are back to a full house with rooms turning over. Global sent out new COVID guidelines that allowed visitors in the house once again as well as no restrictions on travel home. This has opened the house to more guests as the rules were too restrictive for many families. Common areas are once again open 24 hours with no check out times needed.
- Travel Home Policy—Global required the board to approve a policy prior to their most recent announcement. As it is no longer applicable, we request a vote to rescind the policy adopted by the board earlier in 2022

Motion to rescind travel home policy adopted earlier in 2022: Scott 2<sup>nd</sup>: Brent. None opposed. Motion passes

- Meal groups: Heather: Global has loosened restrictions on volunteers and we are able to accept meal groups of up to 8 people at the RMH. The Family Rooms are still unable to host meal groups as they are under the authority of the Hospitals.

#### Development

- Marketing update – Heather: The transition to Plaid Swan has gone very smoothly and we are thrilled with the work we are doing so far. They are currently working on a marketing plan and coming to us with ideas on how to achieve the marketing goals outlined in the strategic plan.
- Events- Heather:

- Red Shoe Run: we have 116 registrants with 52 days to go (2021 we had 87 at this point). Fundraising and sponsorships are positive.
- Golf Outing: We currently have 10 teams registered (40 individuals) \$12,500 in sponsorships currently in. We are moving back to the shot gun start, allowing us to host 36 foursomes with lunch and dinner provided. There is a lot of excitement to have this back to normal, so we anticipate spots to continue to fill quickly.
- Give a Little Love – Heather: Preliminary numbers are very strong with McOpCo continuing to sell hearts beyond end of campaign to make up for a slow start due to leadership change. Scott, Dennis, and Kevin will be circling back to Owner/Operators to determine how much was raised and to get checks for those amounts.

**Adjourn 3:41 pm**

Happy Spring!

**General Updates**

RMHC-EIWI Global announced that Janet Burton, RMHC Chief Operating Officer, is retiring in June. We learned this week that her successor has will be Rodney Jordan. Rodney is currently the Senior Director of McDonald’s Global Impact, Office of Strategic Planning, Alignment and Operations.

The University of Iowa is building a new wrestling facility connected to Carver Hawkeye. We’ve been in touch with the University to learn how this will impact our building access and parking. The project is slated to next month, and we can expect a one-way entrance/exit into our lot for approximately one year. Guest parking should not be affected, although construction noise is likely to be an issue. This, in conjunction with our own kitchen project, will make things exciting around here!

**Ronald McDonald House Operations**

**COVID-19 Guidelines**

- The only remaining restriction is related to masks. All persons inside RMH must be masked in public areas, with the exception of while eating or drinking in the Great Room.

**Census**

Our census continues to climb. The impact of reduced COVID restrictions is reflected in the jump between February and March. Length of stay is steadily increasing as well.

RMH 2022				
Month	Average Occupancy	# Guest Families	# Family Nights	Avg. Length of Stay
January	36.45%	55	308	5.60
February	51.50%	73	430	5.89
March	73.31%	87	695	7.99
April	81.32%	81	753	9.30
YTD Average:	60.65%	74	546.5	7.2

## Ronald McDonald House Facilities

- Furniture: Facilities Committee suggested exploring third party shipping as an option for the Curve Hospitality bid (low priced furniture, high shipping). Curve said that this is not an option. We reached out to Matt Traetow with the Hyatt to inquire about any other furniture vendors he recommended. He shared that the Hyatt is ordering new furniture and wondered if we'd be interested in any of their pieces. We are meeting with him on May 11<sup>th</sup>.
- Kitchen: External exploratory demo took place on 4/27/22. Nothing concerning found. Final architect plans should be back this week, and City of Iowa City permit will be submitted the week of the 16<sup>th</sup>. Dean (Project Manager) developed a complete project timeline, with estimated major demo starting 5/31 and project concluding in mid-August. (optimistically) We've submitted a grant to the Richard Jacobsen Foundation for the full cost of the project.
- Outdoor Playground: our current equipment is 22 years old and starting to show wear. After pricing out new structures, we've opted to order replacement parts to get a few more years of life out of it. Heather is looking for grant opportunities to be able to replace the entire structure down the road.

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

Current services provided: To-go orders only, families are not allowed in the Family Room itself.

### 2022 Data

UISFCH	Total Visits	Average Daily Visits	New Registrations	New Patients/ Families Served
Jan.	634	20	91	65
Feb.	556	20	113	48
March	502	17	101	52
April	409	14	97	45
<b>Totals 2022</b>	<b>2102</b>	<b>17.75</b>	<b>402</b>	<b>210</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 open (overnight stays on the floor). In April, St. Luke's lifted the mask requirement for

<b>Unity Point-St. Luke's</b>	<b>Total Visits</b>	<b>Average Daily Visits</b>	<b>New Registrations</b>	<b>New Patients/ Families Served</b>	<b>Sleep Room Nights Provided</b>
<b>Jan.</b>	655	21	115	68	26
<b>Feb.</b>	612	22	106	69	52
<b>March</b>	838	27	140	74	70
<b>April</b>	811	27	95	56	49
<b>Totals 2022</b>	<b>2916</b>	<b>24.25</b>	<b>456</b>	<b>267</b>	<b>197</b>

### **Fundraising and Marketing**

- Marketing Plan—Plaid Swan completed a 114 page marketing plan including SWOT analysis, Competitive analysis, target audience analysis and recommendations for moving forward. We will be setting up a meeting with them to go over the plan and determine next steps for our marketing initiatives.
- Kitchen meal fund: Out of Commission Kitchen Food Fund. We will be launching a mini campaign to help raise funds to cover the added cost of having food for families while our kitchen is under construction. We have materials and digital assets for the board to share in their circles.

### **Events**

- Red Shoe Run Recap
  - We had 595 participants register, 436 attend the day of the event. It was cold, but everyone had a great time and the event is deemed a success. We will have totals soon for the final fundraising efforts.
- Golf

- The golf outing is quickly selling out again this year with sponsorships higher than in past years as well.
- Bubble Walk
  - Heather and Jessica met with ADPi and the Cedar Falls committee to discuss Bubble Walk Cedar Falls plans. This event will happen on September 24 on UNI campus.
- Steer Show
  - The 3 Iowa RMHC executive directors will be showing steers for the 40<sup>th</sup> anniversary of the Steer Show. Plans are well underway and the organizers have the goal of raising \$400,000 for the 40<sup>th</sup> anniversary.



## Agenda

Facilities Meeting

04/21/2022

2pm-2:45pm

Attendance: Brian Klinger, Michael Eye, Shannon Greene, Hanna Zevenbergen, Brian Harry

1. Kitchen Remodel
  - a. Starting on outdoor exploratory demolition next week
  - b. Interior demolition to start end of May/beginning of June
  - c. Utilizing Sunroom for temporary kitchen during demolition
  - d. Swapping out appliances from the kitchen and the suites
2. Furniture Project
  - a. Quote from Northland Furniture and Curve
  - b. Potential donation from local hotel chain
3. Security System
  - a. Customer Service Concerns
4. Playground
  - a. Notable areas of repair
    - i. Fixing with pool noodles
  - b. Quote for new playground and replacement parts
5. Fire Panel
  - a. Looking at quotes for replacement
    - i. And associated grants
  - b. Have had two instances in which the alarms have gone off due to steamy showers
6. New Facilities Tracking Software – CMMS
  - a. Sponsored through Global
  - b. What it includes:
    - i. Submit work orders/complete work orders/track work orders
    - ii. Identify assets and their routine maintenance with tracking
    - iii. Preventative Maintenance Tracking
    - iv. Inventory Tracking
    - v. Contract, Contact, Company, Request Tracking
  - c. Thoughts, feedback, etc.?

Notes:

- Aluminum door paint
  - o Are they primed?
  - o Send Brian Klinger some pictures and pick out paint color– **Shannon**
- Security System
  - o Send brand to Brian Klinger - **Hanna**
- CMMS
  - o **Brian** to follow up with additional contacts for Hanna (from John Deere)
- Furniture
  - o Do we have to use their shipping? - **Shannon**
    - Stutzmans
  - o Refinishing the furniture
    - Paint crew - **Hanna**

RMHC-EIWI Development Committee

Today's meeting

Heather Croskrey

Thu 3/31/2022 2:13 PM

Hi all!

We have several people who had schedule changes and cannot make today's meeting. We have a light agenda so, if it is OK with everyone, we will cancel the meeting. Sorry for the late notice!

Quick update:

Red Shoe Run is doing GREAT!! our registrations are up by 35% and we are on track to hit 600 participants. Our team fundraising is up 61\$ with a month to go. Sponsors are up by \$6,500 as well.

If you want to participate, sign up by tomorrow to guarantee a tee shirt in your size.

Golf outing is doing well also. We have 13 of our 36 teams signed up. That is 4 more teams than last year at this time.

We submitted a grant today for a new van from Variety. We will hear back by August 31.

\*\*We are looking for Football or basketball tickets for the silent auction at the golf outing if anyone has any connections.

**Heather Croskrey** | Director of Development

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