



July 13th, 2023 Meeting Minutes

Attending: Brent Hawkins, Dennis Gendron, Janine Petitgout, Ian Russell, Evan Diehl, Scott Soifer, Dave Phillips, Jamie Henderson, Matt Traetow, Emily Campbell, Seth Friedman, Jen Erhdahl, Josh Rasmusson, Scott Soifer, Hanna Zevenbergen, Shannon Greene

3:08 – Call to Order and Welcome

Consent Agenda

1. Approval of Minutes
2. Committee Reports – Recap

Motion to approve Consent Agenda: Josh Rasmusson 2nd: Matt Traetow No opposed, Motion passed

Active Agenda

- Rochester Name Change

Brent and Shannon participated in a call with RMHC Global and Iowa, Wisconsin, and Minnesota chapter leaders and board chairs. Affected chapters shared feedback. Shannon spoke with RMHC Global this week who assured us that this issue is still alive and a resolution is in the works.

Budget & Finance Update

- General Update

Dennis reported that we are in a good place financially and there are no immediate concerns at this time.

- Von Maur Gift update

Shannon and Jim Von Maur are meeting the week of July 24th. If check is not received by that time, Shannon will inquire as to the family's wishes and timeline for distribution of funds.

- Audit Draft

The FY2022 audit draft documents and the FY2022 990 are posted in the board portal and available to all board members for their review. Board was asked to share any comments, questions or concerns. None were noted.

Facilities

- Lease Update

Ben reported that conversations with the University have been positive and reassuring. We do not anticipate any issues with early renewal of our land lease. Ian has prepared a draft of the lease, including a few questions for board further discussion. Ben, Ian, and Shannon will meet to discuss and continue process moving forward.

- Expansion Discussion

University is in support of a future expansion to the existing Ronald McDonald House building. Initial thoughts are to add on to the northeast side of the building. Ben is engaging architects to determine feasibility so a place holder can be created to ensure that any improvements made in the backyard do not interfere or overlap with location of future expansion.

Shannon has reached out to RMHC Global to start conversation and process required for facility expansion. Check-list is included in board packet. Initial steps include gathering data from RMH and our partner hospital which will assist Global in their calculations of recommended number of rooms. Another checklist item is the official approval of the board to begin growth exploration.

Motion to approve exploration of Ronald McDonald House expansion: Brent Hawkins 2nd Evan Diehl No opposed, Motion passed

Board discussion about creation of an Expansion subcommittee. Jamie, Seth, and Dennis volunteered. Shannon will send out an email following this meeting calling for any other interested members.

- Fire Panels

Current fire panel/fire suppression system is old and will likely need replacement soon. Hanna is working with our current provider, Midwest Alarms, on a bid for a new system. She will also be securing bids from other providers as well. Our current system is up to code and fully operational at this time. Any changes made to fire system will include ability to work with future facility expansion.

Development

- Marketing Update

Heather has been working on updating our public facing materials to include our new phone number and up to date information on our services. The Cedar Rapids and Dubuque marketing committees are ramping up and will be meeting soon.

- Bubble Walk—Saturday, July 22nd

Reminder of this upcoming event. All board welcome to volunteer/participate/stop by.

Board Business

- Thank you, Jamie!

Brent expressed the board's gratitude for Jamie's service as our Board President.

- Board Terms

Motion to approve Dennis Gendron for one additional year of service beyond normal term to continue role of Treasurer: Seth Friedman 2nd Scott Soifer No opposed, Motion passed

- Steer Show Celebrity

Our chapter is still looking to identify a local "celebrity" to participate in the Governor's Annual Charity Steer Show on August 12th, 2023. Shannon asked the board to share suggestions.

- In-Person Meetings

Brent led discussion on returning to in-person board meetings. Several members shared their agreement of value of meeting in-person versus virtual. Looking at in-person for the September and/or November meetings this year.

Adjourn 4:04 pm

Chief Executive Officer's Report

Shannon Greene, September 2023

- September is National NICU Awareness Month. We're putting together gift bags for our NICU families and we are taking goodies to thank the St. Luke's and UISFCH NICU staff.
- We reached out to the Amazon Fulfillment Center in Cedar Rapids, and are receiving free household and food supplies starting this month.
- The start of the school year means a turnover in our part-time staff. Hanna has been proactive with our needs and as of this month, we are fully staffed at the House.

2023 RMH Census

- Our GRMHIS database has a report called "Distance Saved" where it tracks the miles a family would have had to travel if they had to drive/fly back and forth to the hospital every day. In 2022 we saved families a total of 2,819,332 miles. That's quite a stat!

Month	Average Occupancy	# Guest Families	# Family Nights	Avg. Length of Stay
January	97.58%	55	847	15.4
February	98.19%	59	759	12.86
March	95.49%	62	889	14.34
April	90.60%	71	829	11.68
May	94.87%	71	906	12.76
June	92.37%	85	859	10.11
July	97.09%	66	933	14.14
August	95.21%	75	915	12.2
September				
October				
November				
December				
YTD	95.18%	544	6937	12.9

House Snapshot—fun facts from a random day at RMH (9/7/23)

- ♥ Today in the House we have families from Iowa, Illinois, South Dakota, Oklahoma and Spain. We've recently hosted families from India and Italy as well.
- ♥ Our youngest patient is 5 days old; oldest is 18.
- ♥ There are 21 meal groups signed up this month.
- ♥ First Interstate Bank, UI Family Medicine residents, and Lasagna Love are among the 11 service groups coming in September.
- ♥ The Iowa Women's Wrestling team just ran past my window. (we love being in the heart of the action!) As many of you know, RMH is right next to the new wrestling facility and we often see UI athletes.
- ♥ We currently have 62 House volunteers working weekly shifts, and 18 more signed up for orientation.

Ronald McDonald House Facilities

- Big thanks to Ben Logsdon for his work securing bids from local architects for our backyard/future expansion project. Ben, Hanna and I are meeting with the firms this week.
- Our new Facilities Coordinator, Ryan Holst, has started and is onsite 20 hours a week. This has been a huge help for staff and families as we can address "fixes" onsite and without having to call a vendor for routine things.

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

Of note: August 23rd was a busy day for our FR staff. We had 110 visits—a record high!

UISFCH	Total Visits	Avg. Daily Visits	New Registrations	Sleep Room Overnights	New Patient Families Served
Jan.	906	29.2	114		76
Feb.	666	23.7	88		57
Mar	643	20.7	108		77
Apr	791	26.4	114		68
May	875	28.2	171	4	84
Jun	1046	34.8	171	22	71

Jul	1102	35.5	163	9	55
Aug	1534	49.4	234	11	76
Sept					
Oct					
Nov					
Dec					
Total	7563	30.9875	1163	46	564

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

SLFR	Total Visits	Ave. Daily Visits	New Registrations	Sleep Room Nights	New Patients/Families Served
Jan-23	616	19.8	120	50	63
Feb.	672	24	117	59	61
Mar	897	28.9	121	72	55
Apr	876	29.2	129	57	62
May	589	19	102	52	52
Jun	451	15	90	65	48
Jul	861	27	87	85	48
Aug	861	27	126	90	57
Sept					
Oct					
Nov					
Dec					
Total	5823	23.74	892	570	446

Finance

- Von Maur gift: meeting with Jim Von Maur on Tuesday, September 12th. If we don't receive the check at that time, we'll learn when.
- As I'm writing this, one of our current guests just came into the office and handed us a check for \$5000 from a GoFundMe page they put together. It's amazing how families, in the midst of their own stress, are thinking of how to help other families.

Fundraising and Marketing

- The results of our donor survey are in. (included in board packet). We will work with Plaid Swan to use this data to further refine our marketing efforts.

Marketing

- The Cedar Rapids Marketing Committee is planning the Halloween Ball on October 29. Tickets are on sale now



- The Dubuque Marketing Committee is planning an “Earn your stripes” campaign to get local business leaders invested in RMH-EIWI (brochure is attached).

Events

2024 events

- Piano Celebration April 20-21
- Red Shoe Run (40th anniversary) May 5
- Fore the Families Golf Outing June 3
- Bubble Walk June 22
-



Financial Metrics

10041 - Ronald McDonald House Charities of Eastern Iowa and Western Illinois, Inc.			FY21		FY20		Range		
Financial Metric	Calculation	Chapter Calculation	Current Year Chapter Result		Prior Year Results		Acceptable	Monitor	Unacceptable
Program Expense Ratio	Program service expenses / Total operating expenses	1,275,238 ÷ (1,706,531)	75%		75%		≥ 75%	65% - 74%	< 65%
Fundraising Expense Ratio	Fundraising expenses / Total operating expenses	(290,049 + 28,153) ÷ (1,706,531)	17%		16%		≤ 10%	11% - 20%	> 20%
Management and General Expense Ratio	Management and general expenses / Total operating expenses	(141,244) ÷ (1,706,531)	8%		8%		≤ 15%	16% - 20%	> 20%
Fundraising Efficiency Ratio	(Fundraising expenses + Cost of direct benefits to donors) ÷ (Total contributions + Gross special events revenue)	(290,049 + 28,153) ÷ (3,282,065 + 107,821)	0.09		0.23		≤ 0.20	0.21 - 0.35	> 0.35
Days of Cash	((Cash + short-term investments) x 365) ÷ (Total operating expenses – noncash expenses)	((527,032 + 0) x 365) ÷ (1,706,531 - 64,673)	117		93		≥ 180 days	30 – 179 days	< 30 days
Operating Reserve Ratio	((Net Assets without restriction – Property and equipment, net) ÷ Total operating expenses) x 12	((4,115,308 - 1,709,547) ÷ 1,706,531) x 12	17		7		> 12 months (1 year) and < 36 months (3 years)	6 – 12 months	< 6 months

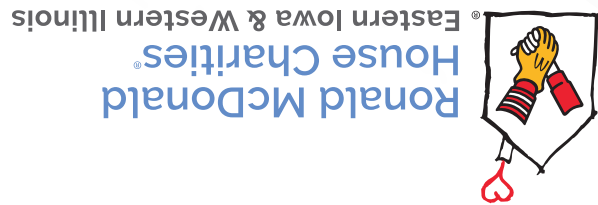


Financial Metrics

10041 - Ronald McDonald House Charities of Eastern Iowa and Western Illinois, Inc.							Range		
Financial Metric	Calculation	Chapter Calculation	Current Year Chapter Result		Prior Year Results		Acceptable	Monitor	Unacceptable
Program Expense Ratio	Program service expenses / Total operating expenses	1,474,180 ÷ (1,928,039)	76%		75%		≥ 75%	65% - 74%	< 65%
Fundraising Expense Ratio	Fundraising expenses / Total operating expenses	(311,347 + 0) ÷ (1,928,039)	16%		17%		≤ 10%	11% - 20%	> 20%
Management and General Expense Ratio	Management and general expenses / Total operating expenses	(142,512) ÷ (1,928,039)	7%		8%		≤ 15%	16% - 20%	> 20%
Fundraising Efficiency Ratio	(Fundraising expenses + Cost of direct benefits to donors) ÷ (Total contributions + Gross special events revenue)	(311,347 + 0) ÷ (1,863,498 + 151,156)	0.15		0.09		≤ 0.20	0.21 - 0.35	> 0.35
Days of Cash	((Cash + short-term investments) x 365) ÷ (Total operating expenses – noncash expenses)	((382,285 + 0) x 365) ÷ (1,928,039 - 253,410)	83		117		≥ 180 days	30 – 179 days	< 30 days
Operating Reserve Ratio	((Net Assets without restriction – Property and equipment, net) ÷ Total operating expenses) x 12	((4,358,011 - 2,045,145) ÷ 1,928,039) x 12	14		17		> 12 months (1 year) and < 36 months (3 years)	6 – 12 months	< 6 months

Thank you for your help. Area families appreciate it more than you know.

For questions, reach out to
Heather Croskrey
at hcroskrey@rmhc-eiwi.org
rmhc-eiwi.org



- Each billboard design runs for 90 days on a digital billboard in the Dubuque, Iowa community. The billboard contains your photo, name, title, and company.
- We will schedule a photo shoot of you wearing our fun striped socks to appear on the billboard.
- You will have the opportunity to review and approve your billboard before it goes live.
- This opportunity is available with a \$3,000 donation to Ronald McDonald House of Eastern Iowa & Western Illinois.

Earn Your Stripes.

Support Ronald McDonald House Charities of Eastern Iowa and Western Illinois and help us bring all the comforts of home to the families of Dubuque who must travel to get the necessary medical care for their child.



**Ronald McDonald
House Charities®**
Eastern Iowa & Western Illinois

Keeping Families Close®



I've Earned My Stripes.

Keeping Families Close[®]

John Smith Acme Company



Ronald McDonald
House Charities[®]
Eastern Iowa & Western Illinois

rmhc-eiwi.org



The Ronald McDonald House Charities of Eastern Iowa and Western Illinois helps families feel at home, even when they can't be.

We provide comfort, care, and kindness to families when they must travel for needed medical care for their child.

Keeping Families Close[®] is at the heart of what we do. Sponsoring us while promoting your organization on a digital billboard helps bring awareness of the over 1,700 families we have served from the Dubuque area. It helps us provide support to the families staying with us today and in the future.

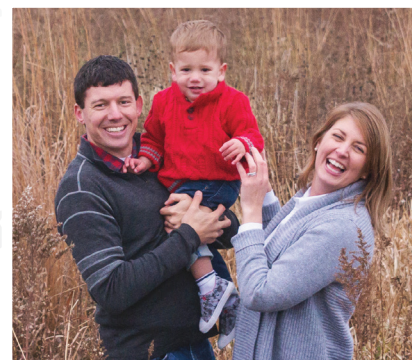
Dubuque Families



The McGovern Family



The Fischer Family



The Rauen Family



The Boxleiter Family



Ronald McDonald
House Charities®
Eastern Iowa & Western Illinois

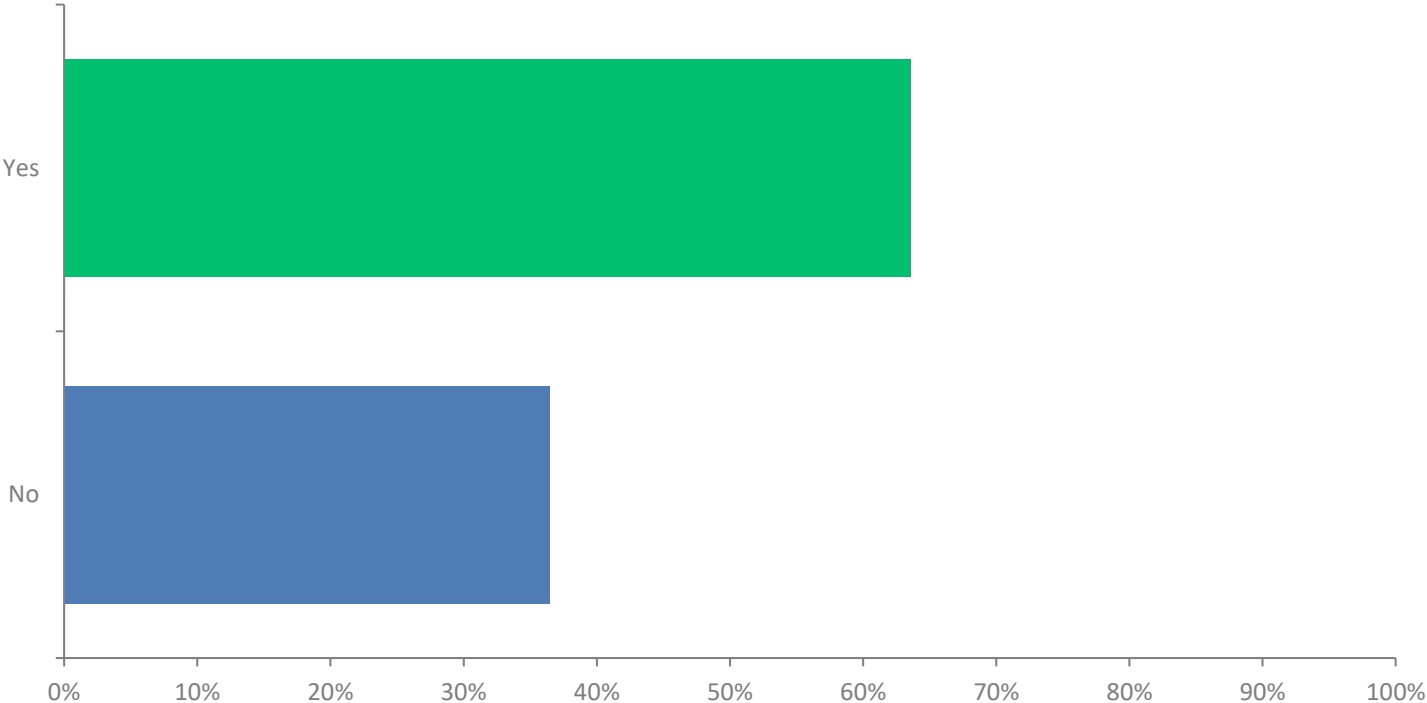
Donation Survey – 377 Responses

Survey Run Dates: Tuesday, August 15 to Monday, September 4, 2023

Results pulled on September 05, 2023

Q1: Do you currently donate to area nonprofits?

Answered: 376 Skipped: 1



Q1: Do you currently donate to area nonprofits?

Answered: 376 Skipped: 1

ANSWER CHOICES	RESPONSES	
Yes	63.56%	239
No	36.44%	137
TOTAL		376

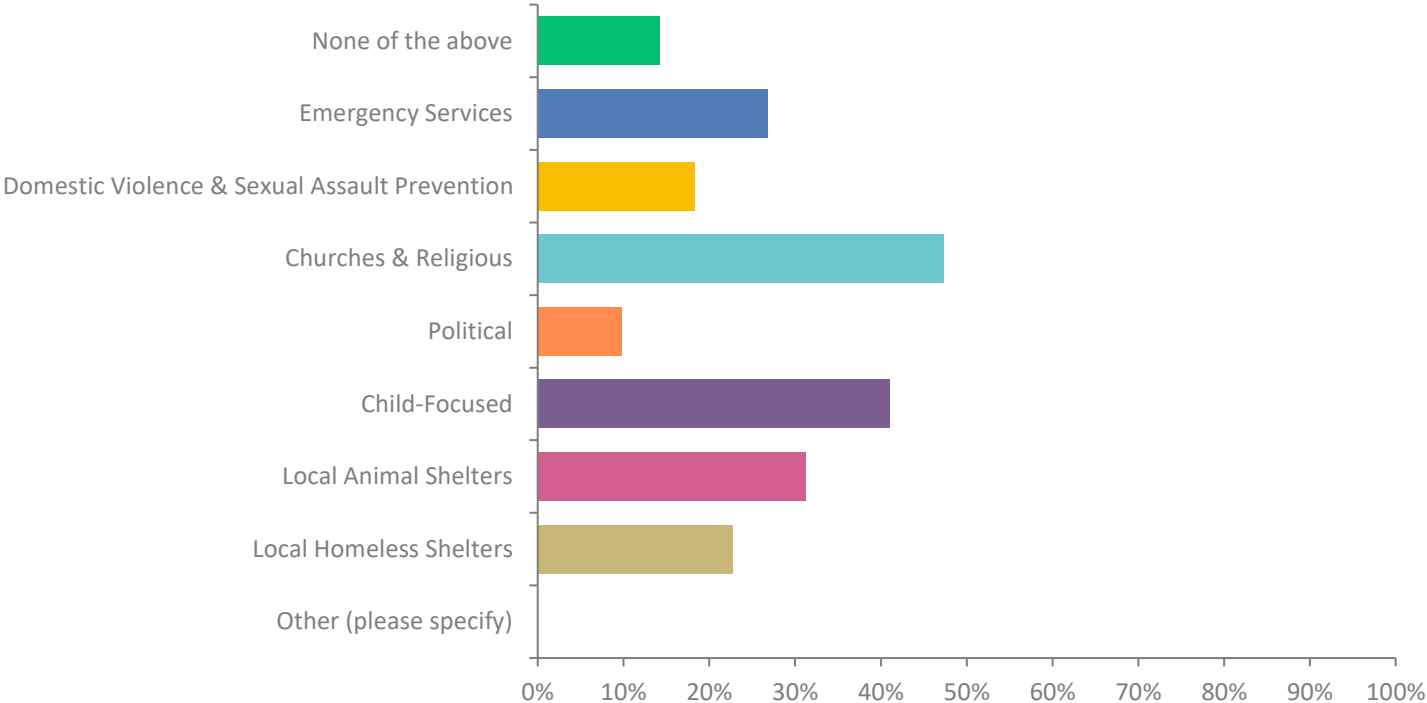
Please share why you do not donate to nonprofits.

74 respondents gave additional information when they answered no to Q1. Their individual responses have been categorized into the answers below.

ANSWER SUMMARY	RESPONSES	
Lack of funds	66.22%	49
Haven't found the right one	16.22%	12
Concerned how funds are used	6.76%	5
Donate elsewhere	6.76%	5
No items to donate	2.70%	2
Prefer to volunteer	1.35%	1
TOTAL		74

Q2: What categories of nonprofits do you donate to annually?

Answered: 224 Skipped: 153



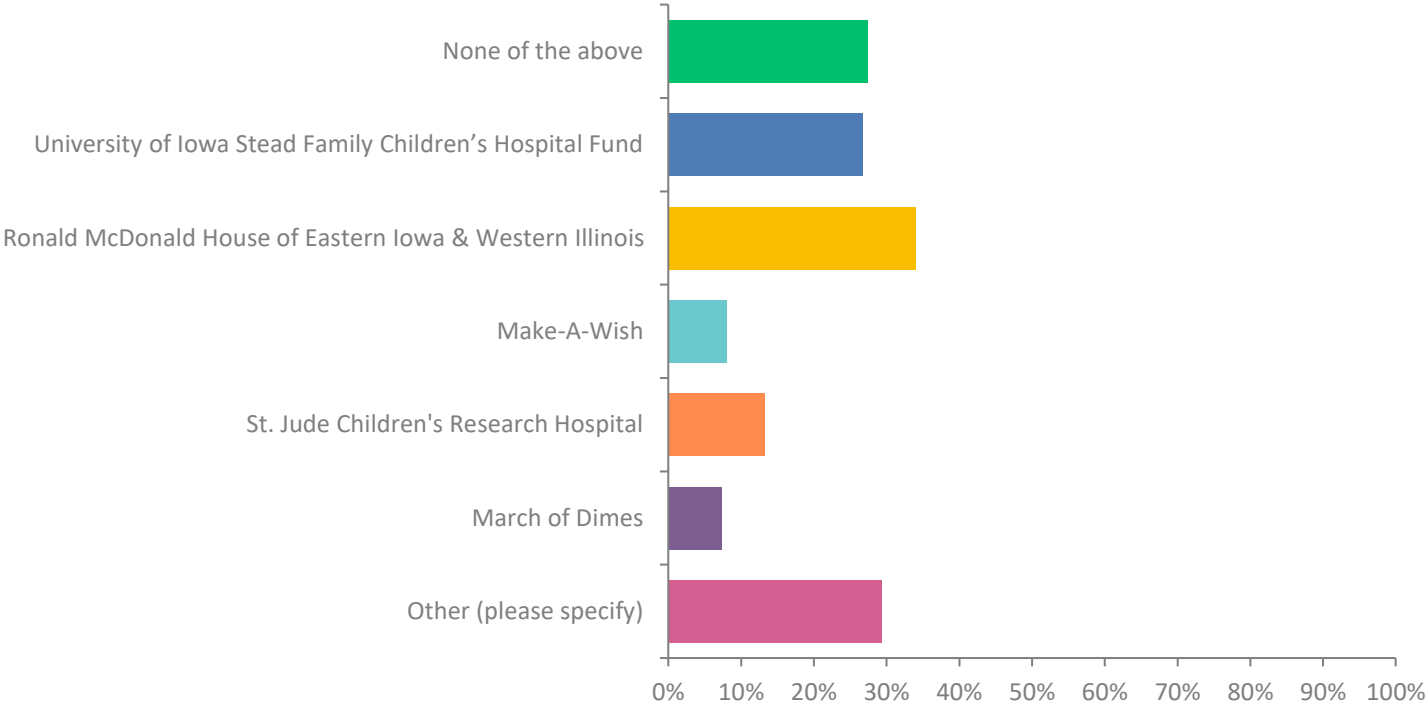
Q2: What categories of nonprofits do you donate to annually?

Answered: 224 Skipped: 153

ANSWER CHOICES	RESPONSES	
None of the above	14.29%	32
Emergency Services	26.79%	60
Domestic Violence & Sexual Assault Prevention	18.30%	41
Churches & Religious	47.32%	106
Political	9.82%	22
Child-Focused	41.07%	92
Local Animal Shelters	31.25%	70
Local Homeless Shelters	22.77%	51
Other (please specify)	0%	0
TOTAL		474

Q3: Which child-focused nonprofits do you donate to on an annual basis?

Answered: 150 Skipped: 227



Q3: Which child-focused nonprofits do you donate to on an annual basis?

Answered: 150 Skipped: 227

ANSWER CHOICES	RESPONSES	
None of the above	27.33%	41
University of Iowa Stead Family Children's Hospital Fund	26.67%	40
Ronald McDonald House of Eastern Iowa & Western Illinois	34.00%	51
Make-A-Wish	8.00%	12
St. Jude Children's Research Hospital	13.33%	20
March of Dimes	7.33%	11
Other (please specify)	29.33%	44
TOTAL		219

Q3: Which child-focused nonprofits do you donate to on an annual basis?

Answered Other: 44

The 44 people who chose Other listed a wide variety of other nonprofit organizations they donated to annually. Most were related to health, religious, or educational organizations & nonprofits in their local communities. National nonprofits or causes that were mentioned are listed below.

- Alzheimer's Disease Research
- Big Brothers, Big Sisters
- Boy Scouts of America
- Catholic Relief Services
- Children International
- Christian Expedition Surgical Network
- Compassion International
- Crisis Center
- Easterseals
- Feeding America
- Foster Care
- GiGi's Playhouse
- Goodwill
- Junior Achievement
- Juvenile Diabetes
- K-LOVE
- Methodist Church
- Orphanages-Africa Cameroon
- Rahab Ministries
- Salvation Army
- Sandy Hook Promise
- Special Olympics
- United Way
- Youth For Christ
- World Vision International

Q3: Which child-focused nonprofits do you donate to on an annual basis?

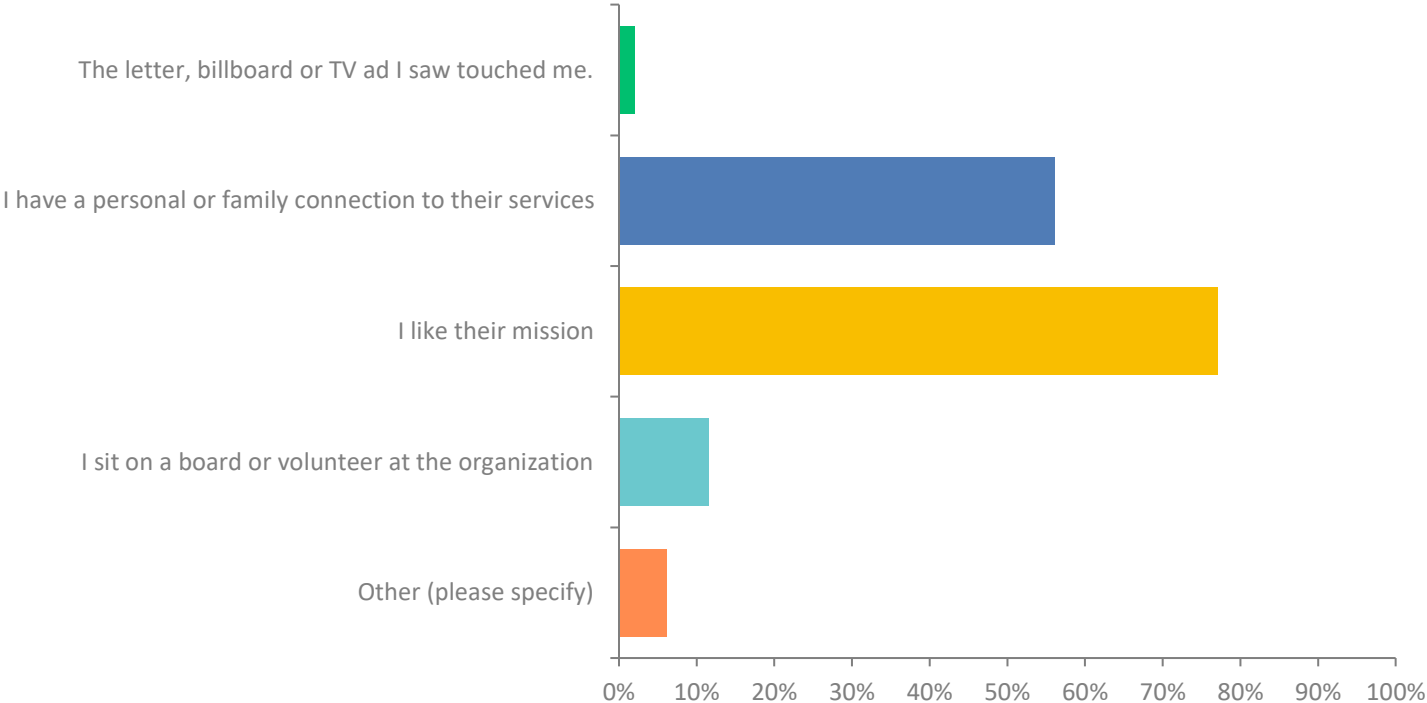
Answered Other: 44

Other organizations mentioned in answer to this question include:

- Johnson County Child Care Coalition (4Cs)
- Athletics for Education & Success (AFES)
- Bridgehaven Pregnancy Support Center
- Camp Courageous
- The Castañeda Kids Foundation
- Coralville Food Pantry
- Emma Goldman Clinic
- Fostering Hope in Scott County
- iJAG
- Johnson County (Iowa) Animal Shelter
- Local Food Banks
- Mary Greeley Medical Center
- PBS
- Resource Raptor Center
- Shayla Bee Fund
- The Fellowship Cup
- United We March Forward
- Veterans groups
- Waypoint

Q4: When you select a nonprofit to support, what is the reason behind your donation?

Answered: 148 Skipped: 229



Q4: When you select a nonprofit to support, what is the reason behind your donation?

Answered: 148 Skipped: 229

ANSWER CHOICES	RESPONSES	
The letter, billboard or TV ad I saw touched me.	2.03%	3
I have a personal or family connection to their services	56.08%	83
I like their mission	77.03%	114
I sit on a board or volunteer at the organization	11.49%	17
Other (please specify)	6.08%	9
TOTAL		226

Q4: When you select a nonprofit to support, what is the reason behind your donation?

Answered Other: 9

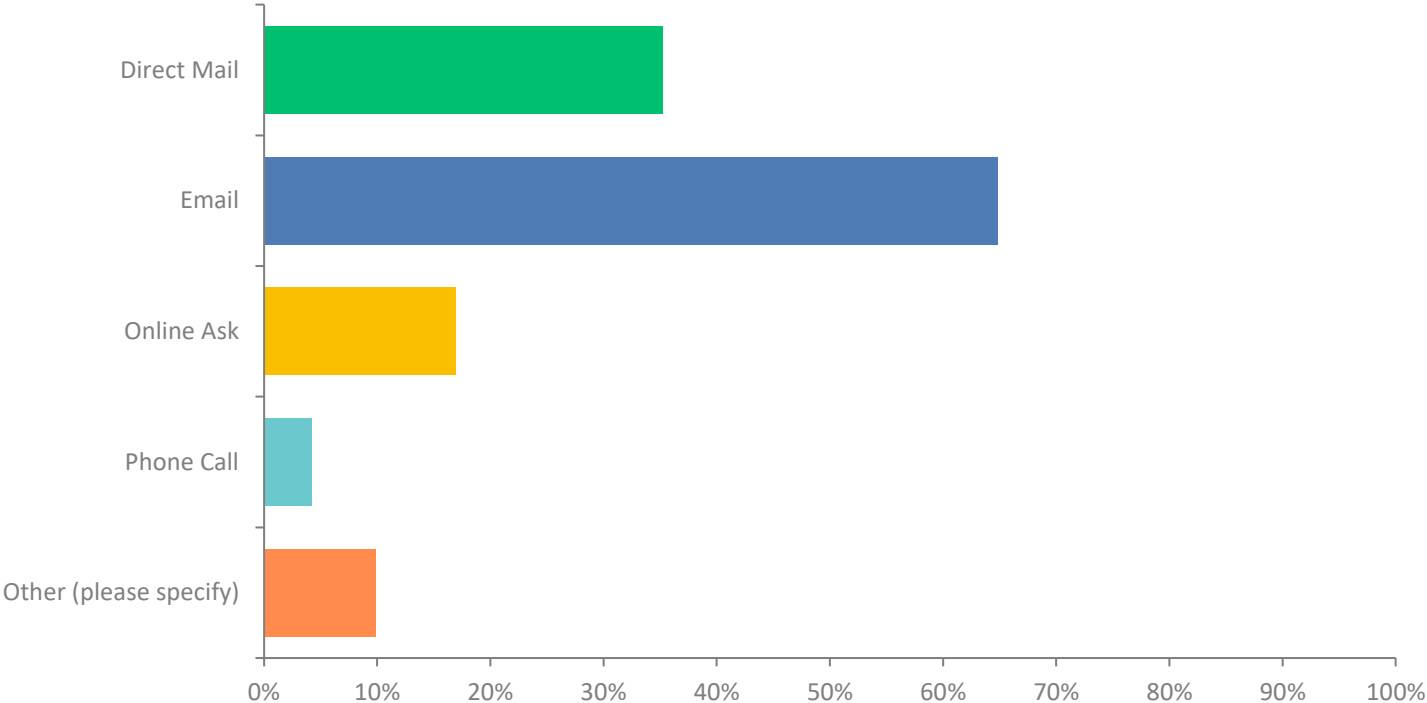
Most responders want to ensure the funds are used appropriately and primarily to help people.

The individual responses are listed below.

- consider impact on my immediate community or to one I am connected to.
- Donation to expense ration
- good use of finances, CEO not overpaid
- I chose NFP's that do not spend a lot on Admin Ex & advertising. Exception is St Jude's.
- I give what I can, at this point in my life kids clothes is what I have an abundance of to donate
- I like their mission and discipling for God
- It's not indicated!
- Money goes to help people not administrative costs
- Trust them to not use most of donation for admin costs especially CEO salary

Q5: How do you prefer a nonprofit reach out to you?

Answered: 142 Skipped: 235



Q5: How do you prefer a nonprofit reach out to you?

Answered: 142 Skipped: 235

ANSWER CHOICES	RESPONSES	
Direct Mail	35.21%	50
Email	64.79%	92
Online Ask	16.90%	24
Phone Call	4.23%	6
Other (please specify)	9.86%	14
TOTAL		186

Q5: How do you prefer a nonprofit reach out to you?

Answered Other: 14

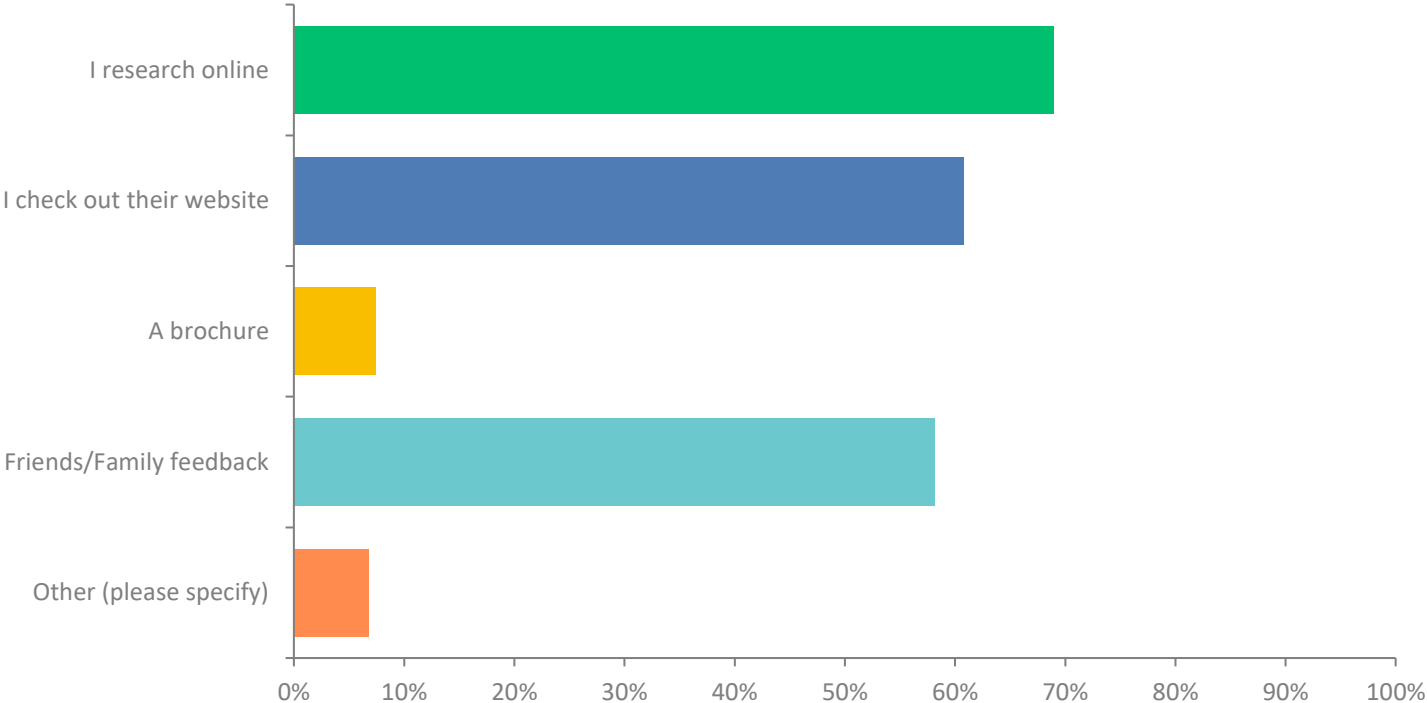
A preference not to be contacted is the main response people gave when they chose Other for this question.

The individual responses are listed below.

- I prefer they don't/I prefer to seek them out
- Direct donation collections
- I prefer to donate when there is a matching donation offer
- In person
- In store
- Only via mail if I have donated before. In memoriums may only be once.
- Paperless
- POS
- Text
- They need to keep their costs down. Money should go to 'purpose'.

Q6: How do you educate yourself prior to making a donation?

Answered: 148 Skipped: 229



Q6: How do you educate yourself prior to making a donation?

Answered: 148 Skipped: 229

ANSWER CHOICES	RESPONSES	
I research online	68.92%	102
I check out their website	60.81%	90
A brochure	7.43%	11
Friends/Family feedback	58.11%	86
Other (please specify)	6.76%	10
TOTAL		299

Q6: How do you educate yourself prior to making a donation?

Answered Other: 10

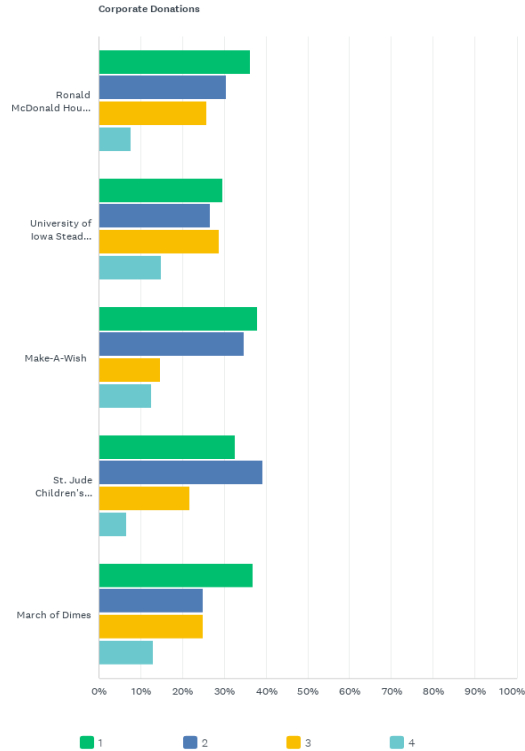
In person conversations and personal experience are the main alternatives that were given to this question.

The individual responses are listed below.

- CEO salary and admin costs - available if you search long enough
- charitynavigator.org
- Get involved
- I live the impact.
- I visit it and speak with the boots on the ground people and clients
- in-person interaction
- It varies.
- Personal experience
- Things I value
- Visit the places and listen to what people have to say

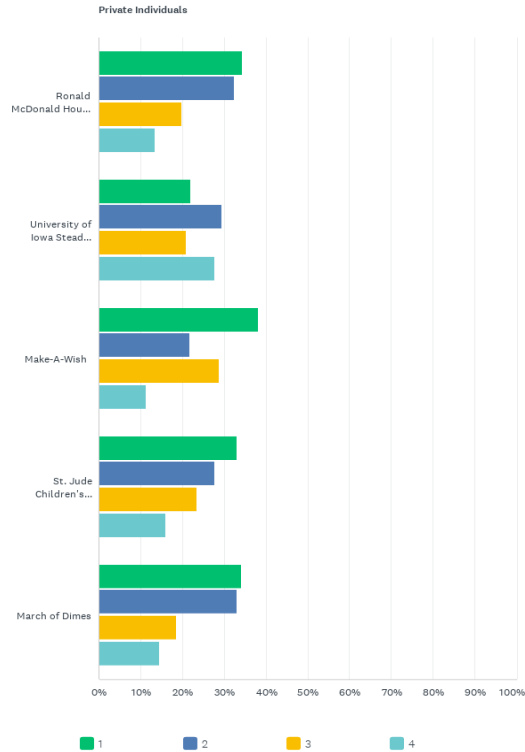
Q7: On a scale from 1 to 4 (1 being highest) rank where you think each of the organizations listed below get most of their funding.

Answered: 117 Skipped: 260



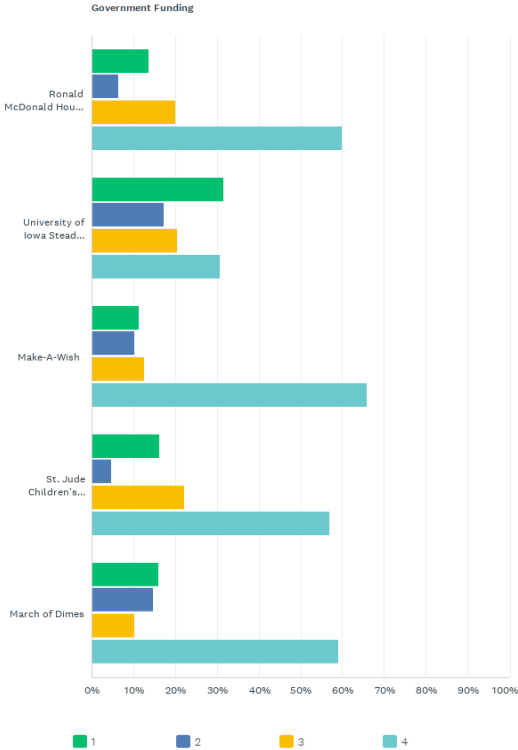
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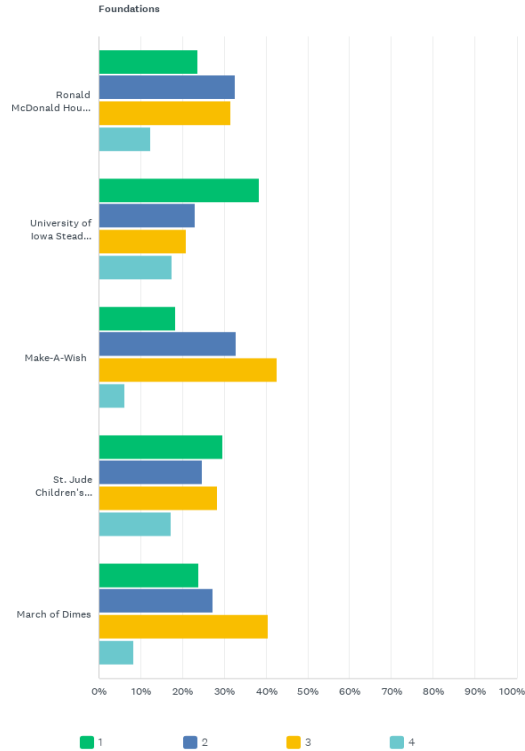
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Answered: 117 Skipped: 260

Corporate Donations					
	1	2	3	4	TOTAL
Ronald McDonald House of Eastern Iowa & Western Illinois	36.19% 38	30.48% 32	25.71% 27	7.62% 8	105
University of Iowa Stead Family Children's Hospital Fund	29.70% 30	26.73% 27	28.71% 29	14.85% 15	101
Make-A-Wish	37.89% 36	34.74% 33	14.74% 14	12.63% 12	95
St. Jude Children's Research Hospital	32.61% 30	39.13% 36	21.74% 20	6.52% 6	92
March of Dimes	36.96% 34	25.00% 23	25.00% 23	13.04% 12	92

Q7: On a scale from 1 to 4 (1 being highest) rank where you think each of the organizations listed below get most of their funding.

Answered: 117 Skipped: 260

Private Individuals					
	1	2	3	4	TOTAL
Ronald McDonald House of Eastern Iowa & Western Illinois	34.23% 38	32.43% 36	19.82% 22	13.51% 15	111
University of Iowa Stead Family Children's Hospital Fund	21.90% 23	29.52% 31	20.95% 22	27.62% 29	105
Make-A-Wish	38.14% 37	21.65% 21	28.87% 28	11.34% 11	97
St. Jude Children's Research Hospital	32.98% 31	27.66% 26	23.40% 22	15.96% 15	94
March of Dimes	34.02% 33	32.99% 32	18.56% 18	14.43% 14	97

Q7: On a scale from 1 to 4 (1 being highest) rank where you think each of the organizations listed below get most of their funding.

Answered: 117 Skipped: 260

Government Funding					
	1	2	3	4	TOTAL
Ronald McDonald House of Eastern Iowa & Western Illinois	13.68% 13	6.32% 6	20.00% 19	60.00% 57	95
University of Iowa Stead Family Children's Hospital Fund	31.63% 31	17.35% 17	20.41% 20	30.61% 30	98
Make-A-Wish	11.36% 10	10.23% 9	12.50% 11	65.91% 58	88
St. Jude Children's Research Hospital	16.28% 14	4.65% 4	22.09% 19	56.98% 49	86
March of Dimes	15.91% 14	14.77% 13	10.23% 9	59.09% 52	88

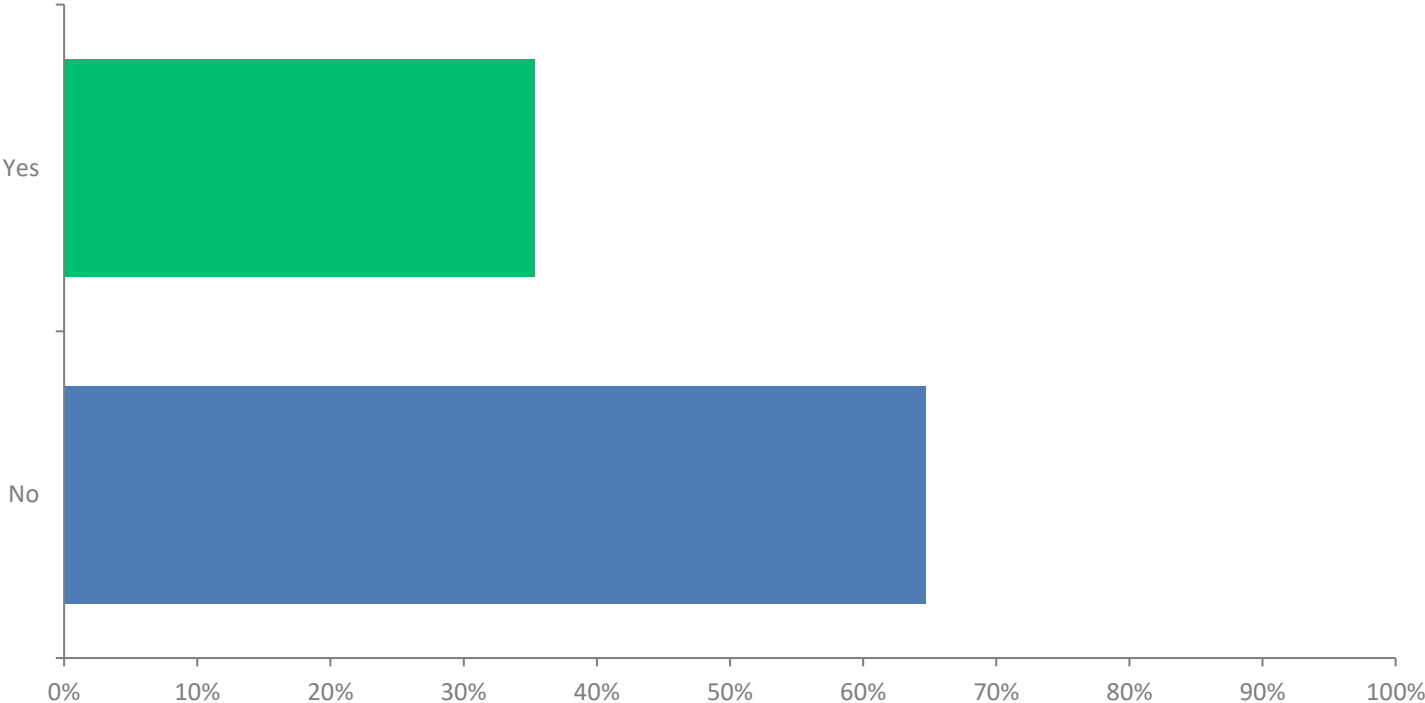
Q7: On a scale from 1 to 4 (1 being highest) rank where you think each of the organizations listed below get most of their funding.

Answered: 117 Skipped: 260

Foundations					
	1	2	3	4	TOTAL
Ronald McDonald House of Eastern Iowa & Western Illinois	23.60% 21	32.58% 29	31.46% 28	12.36% 11	89
University of Iowa Stead Family Children's Hospital Fund	38.46% 35	23.08% 21	20.88% 19	17.58% 16	91
Make-A-Wish	18.29% 15	32.93% 27	42.68% 35	6.10% 5	82
St. Jude Children's Research Hospital	29.63% 24	24.69% 20	28.40% 23	17.28% 14	81
March of Dimes	23.81% 20	27.38% 23	40.48% 34	8.33% 7	84

Q8: May we contact you with more questions or for a follow-up survey?

Answered: 150 Skipped: 227



Q8: May we contact you with more questions or for a follow-up survey?

Answered: 150 Skipped: 227

ANSWER CHOICES	RESPONSES	
Yes	35.33%	53
No	64.67%	97
TOTAL		150

RMHC-EIWI Facilities Committee Meeting Minutes 06/15/2023

Participating: Brian Klinger, Michael Eye, Matt Traetow, Shannon Greene

Facilities Coordinator Position—currently posted, asked committee for suggestions on reaching more candidates. Ideas included Facebook, LinkedIn and Zip Recruiter. Brian offered to reach out to Watts Group. This is a part time (15-20 hours) position.

HCIS – Information Technology Transition slated for July 9th-11th. Hanna coordinating. No immediate issues identified. Hanna & Shannon will be onsite on Sunday, 7/9 to monitor first day.

HVAC—past improvements working well but remaining concerns about old plumbing and physical layout in mechanical room. AAA Mechanical was onsite in late April—putting together a quote and priority timeline for remaining needs.

Kitchen Remodel—Jo Co Public Health inspection has not happened yet. Staff are prepared for visit. Kitchen Coordinator position has been posted. This role will be responsible for kitchen as a whole, including compliance and licensure requirements. Staff are still receiving guidance and support from Cory Barrett on best practices.

Furniture Project—Hanna completed a final walkthrough and inventory of each guest room. Final touches needed include artwork, lamps, touch up paint, etc. May want to consider a changing beds to a panel base—would eliminate space under bed, improve aesthetics and reduce wear and tear on encasements. Committee also discussed options for artwork. Ideas include having guests/kids make art, could be in conjunction with UI At department and converting photos to canvas.

Spring Preventative Maintenance—underground tiling repair needed. Country Landscapes will complete the work, cost estimated at \$1632.86.

Midwest Alarms—quote for new system is at \$205,655.00. Hanna gathering additional information from vendor to determine urgency, process, and any potential interruption to operations.

Land Lease—Shannon & board members have met with UI. No issue with renewing our lease early. UI fully supportive. Board attorney is drafting the renewal.

Von Maur Gift--\$1 million gift in memory of Susan Von Maur, to be used for recreational spaces and programming. Announcement will be made public on Monday, June 19th.

Expansion—in conjunction with lease renewal and backyard projects with the Von Maur gift, we are consulting with an architect to develop a master plan to determine options and ensure all elements are in harmony.

RMHC-EIWI Facilities Committee Meeting Notes 07/20/2023

Attendance: Ben Logsdon, Michael Eye, Matt Traetow, Hanna Zevenbergen

- I. **Expansion**
 - a. Von Mauer Gift
 - i. Recreation project
 - b. Expansion
 - i. Architects
 - 1. Proposals and studies
 - ii. Landscape Architect
 - iii. How Global RMHC is involved
- II. **Facilities Coordinator Position**
 - a. Ryan Holst – starting on 7/28/2023
- III. **HCIS – Information Technology Transition**
 - a. Post-transition overview
- IV. **HVAC**
 - a. AAA Mechanical visited the House on 4/21/2023 to price completely new HVAC system
 - i. We are waiting to hear back on their quote
 - ii. Hanna to follow up
- V. **Kitchen Remodel**
 - a. We are waiting for public health to show up for their routine inspection
- VI. **Furniture Project**
 - a. We completed the final walk through of all the guest rooms to determine the final touches that are needed for each room.
 - i. Finalize artwork, mirrors, lamps, etc. to finish the project
- VII. **Spring Preventative Maintenance**
 - a. Underground Tiling
 - i. Project complete
- VIII. **Fire Suppression System**
 - a. **Midwest Alarms**
 - i. Finalizing quote for complete update of the fire suppression system
 - 1. Total: \$ 205,655.00
 - b. **Hawkeye Communication**
 - i. Finalizing quote for complete update of the fire suppression system

RMHC-EIWI Facilities Committee Meeting Notes
08/17/2023

Attendance: *meeting was cancelled due to availability of participants*****

- I. **Expansion**
 - a. Updates
- II. **Facilities Coordinator Position**
 - a. Ryan Holst – started on 7/28/2023
 - i. Onboarding is going smoothly and projects are already being completed
- III. **HVAC**
 - a. AAA Mechanical visited the House on 4/21/2023 to price completely new HVAC system
 - i. We are waiting to hear back on their quote
- IV. **Kitchen Remodel**
 - a. We are waiting for public health to show up for their routine inspection
- V. **Furniture Project**
 - a. We completed the final walk through of all the guest rooms to determine the final touches that are needed for each room.
 - i. Ryan has started the necessary steps to complete this project
- VI. **Fire Suppression System**
 - a. **Midwest Alarms**
 - i. Finalizing quote for complete update of the fire suppression system
 - 1. Total: \$ 205,655.00
 - b. **Hawkeye Communication**
 - i. Finalizing quote for complete update of the fire suppression system

Participating: Dave Phillips, Hanna Zevenbergen, Jennifer Erdahl

Operations Update:

The Ronald McDonald House has served 50 new families so far in the month of August. The Ronald McDonald House has been busy with back-to-school activities from a family program standpoint. Additionally, our volunteers and meal groups are at an all-time high due to the school year and fall starting back up.

For our Family Rooms as a whole, our meal group numbers are on the rise. However, we are looking for more volunteers for both of our Family Rooms to support our operations. At the UISFCH-Family Room, the month of July has been the busiest with 1102 individuals served. At the Unity Point St. Luke's Family Room, July was also the busiest month with 861 individuals served.

Kitchen Coordinator:

Robert Bly has accepted the role and will start with our team on 10/01/23. He will help support the operations within our kitchen including but not limited to assisting with our volunteer meal groups, making dinner as necessary, managing the commercial equipment, and upholding the commercial kitchen license. The Kitchen Coordinator will support our overall operations by allowing our staff to regain time spent in the kitchen to focus on the House and our families that we serve.

Expansion:

We are still looking to receive the necessary data from UIHC to provide to global. As a team, we are also continuing to collect data internally. Per Jen, they were still forming said avenues to collect the appropriate data from within UIHC.

Highlights from Chicago Conference:

I (Hanna) was able to connect with several chapters who are also in the before, during and after stages of expansion. Follow-up conversations are in progress about recommendations to consider while building. Additionally, there were several great breakout sessions focused on culture, in which we have brought back several group exercises to utilize within our chapter.

Von Maur Gift:

Shannon continues to connect with Jim Von Maur to finalize a time that works best to connect. Our next steps include surveying families to learn what recreation activities they'd like most.

Development Committee Minutes

July 27, 2003, 3:30 pm

Attending: Heather Croskrey, Kate Grabe, Jamie Henderson, Emily Spellman, Shannon Greene

1. Dubuque Marketing Committee update
 - a. Committee meeting: Met on July 18 with most of the new committee members. We have 7 members that are engaged and excited to participate.
 - b. Committee goals: Raise awareness in the Dubuque area, Fundraise, and produce one large event.
 - i. Will begin with an "Earn your Stripes" campaign utilizing the "right" people in Dubuque. They donate a set amount and get a billboard with their photo.
2. Cedar Rapids Marketing Committee update
 - a. Committee: working on finding a new time to meet. Have 4 committed with several asks out. If anyone knows a good fit, please make the introduction.
 - b. Halloween Ball: Elizabeth Bliss Events is leading the production of an event benefiting us in Cedar Rapids. Will ask the committee to help with sponsorship and promotion as well as some logistics. Date is October 29 at the East Bank Event Center in Cedar Rapids.
 - c. CR Marketing campaign is focusing on meal groups for August/September. Our goal is to get 85% of meals prepared by outside groups by the end of the year.
3. Annual Campaign
 - a. Donor survey: Sending out an anonymous donor survey to determine why they donate, to whom they are donating, and what they would like to see. They will not know it is coming from us.
 - b. Proposed approach: We are working with Plaid Swan to revamp our annual campaign since it has been underperforming.
 - i. Will ask BOD to assist with our major donors. We will be sending a personalized letter followed by a phone call.
4. 2024 events
 - a. 40th Annual Red Shoe Run – May 5, 2023
 - b. Fore the Families Golf Outing – June 3, 2023
 - c. Piano Celebration – April 20-21, 2023
 - d. Bubble Walk – June 15, 2023
5. Other items:
 - a. August 12 is the Governor's Charity Steer Show at the Iowa State Fair as well as the LT Ride for Babies (3rd party fundraiser starting in CR)
 - b. August 15 we would love help manning a hole at the CBJs CEO Executive Golf Outing.
 - c. September 15 we are the recipients of the Tidal Wave Charity Day in both North Liberty and Cedar Falls. If anyone is available to stop by and help, we will be on site from 10 am – 3 pm at both locations.
 - d. McOpCo did a Round Up promotion in July. We will know the result soon.