



Board of Director's Meeting Agenda  
March 25<sup>th</sup>, 2024

Participating Members: Hanna Zevenbergen, Shannon Greene, Brent Hawkins, Denis Gendron, Ian Russell, Jamie Hendersen, Janine Petigue, Seth Friedman, Emily Spellman, Matt Traetow, Travis Perry, Evan Diehl, Dave Phillips, Scott Soifer, Jennifer Erdahl, Josh Rassmussen

3:00 – Call to Order and Welcome

Welcome Travis Perry – Travis introduced himself to the Board of Directors.

Mission Moment

- Shannon shared photos and story from Smith Family. Tamara Smith is a current guest at the House with baby Harlan who is seeking treatment for club feet. They have been extremely happy for RMHC-EIWI and the UI hospital system.

Consent Agenda

- Approval of January Minutes
- Committee Reports—Recap

Motion to approve consent agenda:

\_\_\_\_\_Seth Friedman\_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_Matt Traetow\_\_\_\_\_ All in favor. Motion Passed.

Active Agenda

Budget & Finance Update

- McDonald's Campaign Updates

Give a Little Love and Shamrock Shake promotions wrapped up at the end of March. Totals are not in yet, but believe they did better this year with Shamrock Shake sales.

- Audit April 15th

We are currently completing the pre-work for the audit which includes uploaded documents to the CLA portal. The finance committee had the pre-audit meeting with CLA. Expecting a smooth audit process similar to last year.

### Trust –

We were contacted by the trustees of Mercy Hospital who are liquidating their assets. They are looking for organizations who are interested in the transfer of a pre-established charitable trust. Shannon shared with Ian who spoke with trustees to learn more. They are seeking a non-profit who would essentially purchase the trust for a fee upfront and subsequently receive an estimated \$40,000-\$50,000 annually from the trust income. Board discussed the pros and cons, including what would be a reasonable offer in comparison to timeline and amount anticipated to receive. Original purpose of the trust (established over 60 years ago) was to purchase medical equipment and support needy families. Trustees are looking for a non-profit with a mission within the same general spirit—does not have to be the same. Board discussed the preference that funds could be used for general operating, rather than having restrictions. Scott, Ian and Dennis shared their thoughts on the finances around this. Agreed it is worth exploring but feel it would need to be secured for \$200,000 or less to be feasible.

The Board authorizes Executive Committee to explore negotiations for the purchase of the trust beneficial interest up to \$200,000.

Motion \_\_\_\_\_ Dennis \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ Scott \_\_\_\_\_ All in favor. Motion Passed.

### Facilities

- Fire suppression system
  - Facilities committee has been researching vendors and has secured bids. Committee recommends replacing the system with vendor Hawkeye Communications given their positive reputation, reasonable cost, and range of included services.

Motion for the approval of the replacement of the current fire suppression system with Hawkeye Communications, as per the provided quote.

\_\_\_\_\_ Dave Phillips \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ Seth Friedman \_\_\_\_\_ All in favor. Motion Passed.

- Expansion update

Hanna, Ben, Shannon continue meetings with Solum-Lang to carve out where a new expansion would go. Draft plan options have been presented. This placeholder will indicate where we can safely begin the backyard recreational improvements through the von Maur memorial gift. Hanna & Ben met with the University of Iowa, and they would like to see some additional options. Solum Lang is currently in the process of updating the current drawings with the University of Iowa recommendations. The UIHC data will be sent to us by April 1<sup>st</sup> so we can submit to Global RMHC for their room range recommendation.

#### Development

- 2024 Marketing Plan

The Marketing Plan can be found in the Board Portal. Plaid Swan will help us to utilize the data from Donor Perfect to customize asks based on donor category. We will continue to target Dubuque and Cedar Rapids with increased marketing efforts.

- Dubuque Committee and Activities

Dubuque has an active marketing committee who are exploring third party events to benefit RMHC-EIWI. Plaid Swan is helping organize our first-ever Dubuque Alumni Family event to be held on May 23<sup>rd</sup> at Hotel Julien. Board members are welcome to attend. Event will feature light appetizers, a brief presentation, and ask attendees to help us raise awareness and resources.

Seth asked about Dubuque committee “mentoring” future committees as we replicated this in communities.

- Events
  - Red Shoe Run – Saturday, May 5<sup>th</sup>

As of today, we have:

Volunteers – 57

Participants – 151

Sponsorships - \$31,000 (goal met)

- Golf Outing – June 3<sup>rd</sup>

As of today:

Volunteers – 5

Participants – 52

Sponsorships - \$20,500

- Bubble Walk – June 15<sup>th</sup>

As of today:

Volunteers – 4

Participants – 0 (not unusual, families not required to pre-register)

Sponsorships - \$4,500

- Global RMHC Rebranding

Shannon shared discussion at recent RMHC Global CEO conference regarding branding. The system is exploring a brand refresh given its 50<sup>th</sup> Anniversary. Input was gathered from all US and Canada chapters on ideas including new logo. Commitment will continue to have “McDonald’s” in the name no matter what is decided. If rebranding occurs, chapters will receive some financial support from Global to offset costs. Global will be surveying chapters for estimate of expenses.

- CDO Position

Position remains open. Not receiving qualified candidates, and those we have interviewed were not a fit. Position is posted on multiple sites including LinkedIn, Indeed and AFP. A few board members have experience using a staff recruiter. It is recommended that we look into using one and potentially widen our candidate scope to outside the general area.

- Quad Cities Fall Event

Dennis is still trying to meet with the Iron Tee management. Facility still under construction but hope to get a date scheduled so we can begin planning. Our McDonald’s owner/operator are committed to getting their vendors and suppliers to support the event.

Board Items:

- Personal Relationship Policy

During a conversation with other RMHC chapters, it was recommended that chapters have a formal policy in place should issues of this nature arise. The proposed policy is a hybrid of recommendations from MRA and the vetted policy from Central Illinois. Ian has review this as well.

**Motion to approve Personal Relationship Policy HR-1025.**

- \_\_\_\_\_ Scott Soifer \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ Dave Phillips \_\_\_\_\_ All in favor. Motion Passed.
- Board terms per our licensure agreement

Last year we amended our by-laws to waive the requirement for McDonald's and hospital representatives to sit out for one year. Shannon recently met with our RMHC Global regional director to review our new licensure agreement. We must return to our previous board term schedule which requires all board members, regardless of who they represent, to take the one year leave of absence before rejoining the board.

**Motion to amend bylaws regarding board term limits to meet licensure requirements.**

\_\_\_\_\_ Matt Traetow \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ Scott Soifer \_\_\_\_\_ All in favor. Motion Passed.

- Chief Development Office position  
Position still vacant. Despite interview, we have not found a suitable candidate. Exec Committee will revisit engaging a recruitment firm. Shannon will gather specific contract details including costs and guarantees, and share with Exec.
- Strategic Planning committee  
Still taking volunteers to serve on this committee. Notify Brent or Shannon if interested.
- Reminder: July 11<sup>th</sup> board meeting will be held at RMH and include a staff social, brief meeting, and board volunteer activity to make the evening meal with Chef Rob.

**Adjourn**

## RMHC-EIWI Programs & Services Committee Minutes - 03/27/2024

**Participating:** Hanna Zevenbergen, Dave Phillips, Janine Petitgout, Jennifer Erdahl

### **Agenda**

**Narcan** – Shannon was informed at the CEO Conference in February that a few Ronald McDonald Houses are implementing a Narcan Box in their facilities. We are looking to gather information as to why we should consider implementing a Narcan Box at our Ronald McDonald House. General feedback from the group was the staff should have a general understanding of when to use or administer the Narcan, and they should receive the proper training ahead of implementation. Public Health supports a Cedar Rapids organization to have Narcan located at the edge of their parking lot. The organization in Cedar Rapids simply makes it available, but Public Health manages the Narcan itself. Additionally, we would want to understand our liability to having that available.

**Operational Updates** – The Ronald McDonald House has served 150 families since the beginning of 2024. The current length of stay is 17.67 days for the year and the number of family nights is 2,650. The St. Luke's Family Room has had a total of 1707 visits in 2024 with an average of 28 daily visits. We have served 326 dinners and had 81 sleep room overnights serving 28 families. The University of Iowa Stead Family Children's Hospital Family Room has had a total of 2322 visits with a daily average of 38.45. We have served 415 dinners and had 27 sleep room overnights. Our meal program has had 38 meal groups, 3 casserole clubs, and 16 additional donated meals. Our first Chef Lead Experience is on 03/30/2024. Family Programs is hosting a painting class, therapy dogs, and a moment of magic with princesses over the next few weeks.

**Playground/Expansion** – Our gazebo will be removed in April by Miron. We only anticipate closing the backyard for a short period of time. There are no other anticipated interruptions to programs or services.

**Difficult Family Scenarios** – Over the last few weeks, we have experienced an increase in difficult scenarios with our guest families. As a high-level overview, when these situations occur, we recognize a family's needs and meet them where they are. We document when situations occur from the very beginning. We communicate with the family when behaviors or actions begin to affect the community living setting or violate our Cooperative Living Guidelines. Identify solutions to support them while they stay at RMH/RMFR. We communicate with the family's/patient's care team on what is occurring. We determine appropriateness for community living if situation continues to escalate with our team.

**Support Community App** - We are currently working with current RMH families to trial the app and identify changes that need to be made.

**Fire Suppression System** - The Board voted on Monday to move forward with the project and implement service and equipment from Hawkeye Communications. I have been in connection with both companies regarding next steps. Hawkeye Communications is anticipating the transition to occur in the fall, but that has not been confirmed at this time.

**GRMHIS in the Family Rooms** – We are now tracking data in the family rooms within GRMHIS. We can easily pull reports and interpret the data we are collecting. We are currently back tracking to ensure all

2024 data is captured in the GRMHIS database. If/when this process is seamless, we will evaluate how we can continue to make our existing processes paperless.

**Family Room Survey** – We are updating and digitizing our family room survey to gather feedback from guests on their experience so we can make changes based on guest preferences. RMH has a survey that collects great feedback on a variety of topics, but we need to apply that to the Family Rooms.

**Follow-Up Items:**

- Is Janine the Programs and Facilities Committee Chairperson? What are the next steps and what is needed from her in the role?
- Based on our current group size, should we add more members to our committee?

**RMHC-EIWI Facilities Committee**  
**03/21/2024 | 2:00p-2:45p**

Attendance: Shannon Greene, Hanna Zevenbergen, Matt Traetow, and Ben Logsdon

**Ryan** - Ryan is no longer with the RMHC-EIWI. Jay Fraise, previous Facilities Coordinator and Facilities/Maintenance Volunteer has formally applied for and ultimately accepted the role of Facilities Coordinator. He will start on April 1, 2024.

**Freezers/Fridges** - Whirlpool provided us with support to order discounted products (such as fridges and freezers). We are in the process of identifying where two new standing freezers would go in the storage room, and ensuring the electrical will withstand the addition of the appliances. Additionally, we will be removing one fridge/freezer combo due to its age, and it shorted out last week. Hawkeye Electric will be providing a quote for service to ensure outlets and electrical will support two new freezers.

**Expansion** - Shannon, Hanna, Brad, Ben, Elyse, and Nicole met on February 29, 2024. We discussed site plan concepts, floor plans and program concepts for the expansion. Now with drawings and potential plans, Ben, Shannon, and Hanna will meet with the University to discuss extending our land footprint. University provided feedback to us to switch the original location of the expanded building and a potential new parking lot. Brad, Elyse, and Nicole are updating the drawings to establish what this layout would look like and if it is possible. Hanna provided Solum Lang with examples of RMHC recreational spaces in other Houses for a potential design for the existing rec room at the House. Hanna has been in touch with Boland Recreation with current drawings and updates on the University recommendations and the new drawings. A playground design has been established and sent to the architects who will add it to the existing/future drawings.

**Gazebo** - The electrical has been successfully removed from the gazebo and now the gazebo is ready to be taken down. Below are possible vendors with their respective prices:

Quality Care – no longer wish to be considered.

Country Landscapes - \$5510

Schmidt Excavating - \$2000

Miron (recommendation by Jay Fraise) – Rental cost of scissor lift and dumpster

**HVAC** - We have not received a quote from AAA Mechanical for the work in the mechanical room.

**Elevator** - Elevator phone remains out of service.

**Commercial Kitchen and Serving Room Ceiling – Water** - Heat tape was installed on the roof to prevent future collection of snow or ice on the roof to minimize or eliminate future water leaks.



**Fire Suppression System** - We will be voting at the upcoming Board meeting to move forward with Hawkeye Communications to upgrade and replace our existing fire suppression system.

**Elevator Phone/IT** - Upon our first elevator inspection following the IT transition, it was determined the phone in the elevator is not working to make outgoing calls. We remain in contact with Wolf Technologies regarding the elevator phone and next steps towards addressing this outstanding issue. In communication with Wolf Technologies, they can send a service technician to RMH to correct the issue. However, it comes at a cost of \$1800 minimum (parts and labor) plus establishing a conduit between the elevator room and the IT room to run wire.

**Additional items –**

- Shannon applied for a grant to update one of the guest suites kitchens. This would include countertops, cabinets, appliances, paint, etc.
- Parking during UI Athletics events has been manageable thanks to staff, partnership with UI, and guest families. We continue to not face any major concerns, but we will continue to manage the situation through the busy basketball weekend.

**Follow Up Items –** Hanna to send pictures and measurements of the hole in the serving room.

**RMHC-EIWI Facilities Committee**  
**04/18/2024 | 2:00p-2:45p**

Attendance: Jay Fraise, Shannon Greene, Brian Klinger, Hanna Zevenbergen, Matt Traetow, Ben Logsdon, Brian Harry

**Facilities Coordinator Role** - Jay Fraise has started with the organization as of 04/01/2024 in the capacity of Facilities Coordinator.

**Freezers/Fridges** - Whirlpool provided us with support to order discounted products (such as fridges and freezers). We are in the process of identifying where two new standing freezers would go in the storage room, and ensuring the electrical will withstand the addition of the appliances. Additionally, we will be removing one fridge/freezer combo due to its age, and it shorted out last week. We have ordered two new freezers as of 4/18/2024 and they will be delivered next week Wednesday.

**Expansion** - Shannon, Hanna, Brad, Ben, Elyse, and Nicole met on February 29, 2024. We discussed site plan concepts, floor plans and program concepts for the expansion. Now with drawings and potential plans, Ben, Shannon, and Hanna will meet with the University to discuss extending our land footprint. University provided feedback to us to switch the original location of the expanded building and a potential new parking lot. Brad, Elyse, and Nicole are updating the drawings to establish what this layout would look like and if it is possible. Hanna provided Solum Lang with examples of RMHC recreational spaces in other Houses for a potential design for the existing rec room at the House. Hanna updated Boland Recreation on the status of the project on 04/10/2024. A playground design has been established and sent to the architects who will add it to the existing/future drawings.

**Gazebo** - The electrical has been successfully removed from the gazebo and now the gazebo is ready to be taken down. We will be working with Miron to disassemble the gazebo in late April/May.

**HVAC** - Mike Drahos, West Plains Engineering, Inc., stopped by to look at the Mechanical Room. He took photos of the space, and he was able to discuss potential available options with Shannon. Once he has more information to share, he will pass it along. The previous engineer on developing the quote left, which created the delay. We have not received a quote from AAA Mechanical for the work in the mechanical room. Per Shannon and Mike's conversation, the ceiling height is the biggest limitation. We could consider the space under the expanded kitchen to extend the mechanical room, or we could take out rooms 002 and 004 in order to expand the mechanical room as well.

**Commercial Kitchen and Serving Room Ceiling – Water** - Jay is repairing the hole in the wall of the Serving Room. The project should be completed shortly.

**Fire Suppression System** - We are officially moving forward with Hawkeye Communications. We have been in conversation with Midwest Alarms about terminating our current contract. I am working with Kevin to determine dates of the anticipated transition. It will tentatively be in the fall of 2024. More details to come on this project.

**Elevator Phone/IT** – Hawkeye Electric has installed the necessary wire that Wolf Technologies needs to install their equipment in the IT/Elevator Room.

**Hallway Lights** - Consistently replacing lights due to the original method installation of the lights as well as how the dimming feature affects the longevity. Brian Klinger to reach out to personal connections to find a donation of lights or best vendor to move forward with for a solution.

**Follow Up Items:**

- We will take before and after photos of the backyard.
- Hanna to follow up with Wolf Technologies on the next steps of the elevator phone project.
- Brian Klinger to connect with Jay on a vendor for the hallway lights.

- Next week, staff are attending a regional training in Indiana, bringing together Midwest chapters to exchange ideas and develop partnerships. Our House Manager and Family Room Manager are attending.
- RMHC International Conference is July 21-25<sup>th</sup> in Chicago. This year's conference will include a celebration of the RMHC Global's 50<sup>th</sup> Anniversary.
- Strategic Planning Committee: reminder to let us know if you are interested in serving on this committee. Anticipating 2-3 virtual meetings between now and year end.
- Chief Development Officer search continues. We have engaged Saige Partners, a local recruiter, to assist with our efforts. Saige has brought us several strong candidates. We are conducting three in-person interviews this week.

Mission Moment:

Note from a guest family:

"I just wanted to say thank you! In my daughter's almost six years on this earth, we've spent a lot of time in the hospital starting with a 5 week NICU stay at St. Luke's in 2018. And the Ronald McDonald House is something that has made each hospital stay bearable. It's not just the food/resources that are provided...its the people who greet you when you walk in the door, it's the ability to open a fridge (silly, I know, but it makes it feel like home), it's just the feeling that you are not alone.

I cannot say enough about how much I appreciate you all. When we were recently at UIHC and transferred to the PICU, I was SO upset because despite our dozens of hospital stays, we had never been to the PICU. BUT then I saw there was a Ronald McDonald room and I immediately felt better. I was able to make a cup of coffee, talk to your staff , and open a fridge. Thank you."

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

UISFCH	Total Visits	Ave. Daily Visits	New Reg’s	SR Overnight	# Families Served	New Patient’s Families Served	Guests 21 or Under
				Usage	in SR		
Jan.	1145	36.9	223	15	6	85	
Feb.	1177	40	234	12	7	94	
Mar	955	30.8	220	8	7	88	
Apr	855	19.5	168	10	5	68	
May							
Jun							
Jul							
Aug							
Sept							
Oct							
Nov							
Dec							
<b>Total</b>	<b>3862</b>	<b>31.9</b>	<b>845</b>	<b>45</b>	<b>25</b>	<b>335</b>	<b>0</b>

**Ronald McDonald Family Room at UnityPoint-St. Luke’s: 2024 Data**

SLFR	Total Visits	Ave. Daily Visits	New Registrations	Sleep Room Nights	New Patients/Families Served
Jan-24	952	30	197	57	95
Feb.	755	26	142	24	69
Mar	1092	35	115	74	60
Apr	866	28	121	41	55
May					
Jun					
Jul					
Aug					
Sept					
Oct					
Nov					
Dec					
<b>Total</b>	<b>3665</b>	<b>29.75</b>	<b>575</b>	<b>196</b>	<b>279</b>

## Ronald McDonald House: 2024 Data

Month	Average Occupancy	# Guest Families	# Family Nights	Avg. Length of Stay
January	90.95%	79	874	11.06
February	95.77%	76	861	11.33
March	95.53%	74	918	12.41
April	95.48%	72	888	12.33
May				
June				
July				
August				
September				
October				
November				
December				
YTD	94.43%	301	3541	11.8

### House Snapshot—fun facts from a random day at RMH (05/06/2024)

- ♥ We started the day unloading a giant U-Haul full of event supplies from yesterday's Red Shoe Run and returned the loaned golf carts. It felt good to wrap up another successful event.
- ♥ Our census continues to be NICU "heavy": 27 of 31 our patients are 6 months or younger.
- ♥ We have a family who have traveled 6,289 miles to stay at RMH while their child received specialty physical therapy. They are from Baku, Azerbaijan.
- ♥ No meal group tonight, so staff is preparing frozen casseroles made for us by our "Casserole Club" volunteers.
- ♥ We received a \$15,000 check in the mail from a family trust!

## **RMH Facilities**

- Our next meeting with the architects is next week. We hope to have additional options to take to the University for agreement on the location of a future building addition.
- We learned that our current building key system has been discontinued by the manufacturer, and will no longer be covered under a service agreement. We are exploring new options with the current vendor, and securing bids from other vendors as well.
- The new fire suppression system has been scheduled for installation in the fall.
- Von Maur Recreation Project: We have started demolition of the existing gazebo with the majority provided as in-kind.

## **Finance**

- Audit drafts will be ready in June. CLA will present to the Finance Committee first and then share with the full board at the July meeting.
- We have a new contact with CRBT—Matt Powers. Matt came for a visit and tour to RMH.

## **Fundraising and Marketing**

- McDonald's "Give A Little Love" campaign has raised over \$44,000 so far, with checks still to arrive.
- We had excellent media coverage for the Red Shoe Run including the Telegraph Herald and KCRG. The McGovern family from Dubuque shared their story as well. After losing their son last year, they have gone to raise awareness and funds for RMHC, paying it forward for other families.

## **Events**

- Red Shoe Run was Sunday, May 5<sup>th</sup>. Over 500 participants, plenty of volunteers, and perfect weather. Lots of positive feedback on the day.
- The Fore the Families Golf Outing--June 3<sup>rd</sup>. We need foursomes, so please spread the word!
- The Cedar Rapids Bubble Walk--June 15, 2024.
- Save the Date: Golf Gala/Iron Tee—Sept. 17<sup>th</sup>. New event in Quad Cities. Planning continues, more details to follow.