Q2 2019 CONSENT AGENDA
Board of Directors Meeting
November 13, 2018
Jasper’s Backyard

Present: Phyllis Sudman, Eric Haron, Craig Nurick, Rochelle Culbreath, Kenny Fair, Eldwin Thay, Mike Monsell, David Shipon, Bonnie Rothenstein, Dorothy Wilson, Scott Brucker, Rick Margulies, Phyllis Sudman, Darren Sudman

Absent: Adam Kaye, Todd Sandler, Trish Harrington

Guests: Samantha Krouse, Kathy Pell

Meeting Commence: 7:09

Consent Agenda Discussion

1. Corie Moscow (Darren). Corie has been doing our PR for a couple of years. She does events well. We have not gotten much media coverage though. We need to get our story printed and told much more and she may not be the right person to do it. I am talking to her tomorrow.

2. Dudnyk (Darren). Dudnyk adopted Simon’s Heart as a client. They donated over $100,000 of talent and money. They purchased inventory in Philly Mag and sent videographers to our heart screening. I would like for Board Members to send them emails of thanks.

Deep Dive

1. Awareness vs. Engagement
   - Eldwin Thay – how do we link these CPR Jukebox and #HaveABall to the mission? We don’t want the message to get lost. Perhaps, we have a list of songs and challenge people to perform to specific songs.
   - Craig Nurick – The CPR Jukebox Challenge
   - Eric Haron – Viral videos work when they are funny and engaging. Perhaps, we pick one song and challenge people to do funny things around the song (e.g. pushups).
   - Bonnie Rothenstein – we could get schools competing against each other. People could submit their favorite songs; they could win something and
challenge people. Find song and tag musician. The Jukebox is tangible and probably a more predictable campaign. Ask the students what they think about both.

• David Shipon – Someone like Barkann could be involved in promoting it. They could feature the best “performances.”
• Mike Monsell – what is the social currency? Ice bucket was embarrassment. Mannequin was cool. What can we do that will make people “feel love” from their followers? At events, people are looking for activities they can share via social media. Spend some money doing a billboard around Musikfest. Use tagboard and have social posts appear on billboard. Adams and Lamar advertising.
• Samantha Krouse – we’re doing soft launch of Jukebox at AED Madness.

2. Board

• Rochelle Culbreath – Likes the networking component for the board. There are many events that people attend. King of Prussia, Manayunk and Conshy all have many opportunities. Having a board chair creates another level of hierarchy. This board works because it is not very formal. I would like to get all events and screenings on calendars.
• Eldwin Thay – Phyllis and Darren are the de facto chairs and it works. Board Chair would create more work for CEO. I prefer to stay on more informal side. Perhaps, we could all take turns moderating the meeting.
• Kathy Pell – There are many ways to run an organization. You should do what works for the culture of this organization.
• Scott Brucker – The Founder/CEO is not always the right person to serve as chair. The board chair may have to push back against the CEO and Founder. And represent the independence of the organization. We may need someone in this role in five to ten years. What we have works well now. We are also doing a better job of diversity, geographically and socially. We should continue to look for a high power person with a generous network.
• Phyllis Sudman – We struggle with getting people to events, purchasing sponsorships and soliciting items. We can do better as a Board.
• Bonnie Rothenstein – Most of our events see the same people because we are not geographically diverse. Many of us have the same friends. How do we move into other areas and network beyond 19444? Working at a big corporation makes it difficult for me to get things done (e.g. screening). How can we provide companies with packaged opportunities?
• Rick Margulies – I attended a heart screening and it was incredible. We should clone Darren so he doesn’t have to do all of the work. They are the biggest way to impact the community. We should be able to train someone to do them.

3. Darren passed out invite lists and SH collateral. The Board was asked to review two spreadsheets and highlight the names of friends they can invite to events.

Darren’s Takeaways
Based on the deep dive, these are the items that need our attention moving forward.

1. Identify a few power players to add to the board.
2. Identify two board members to serve as “Board Chair” for the next two meetings.
3. Create a workspace and Board calendar.
4. Create a document that identifies the sellable inventory (e.g. screenings).
5. Research the texting options available to be used at screenings.
6. Define expectations and create better workflow for board members. Each member will:
   • identify and attend two networking event per year to promote Simon’s Heart.
   • introduce Darren to one new “lead” each quarter.
   • attend one screening per year. Each screening will have two board members.

Meeting Adjourned: 9:04 PM