

OakBend Medical Center
Development Committee Meeting
July 7, 2021

The Development Committee of the Board of Directors of OakBend Medical Center met on July 7, 2021 via Zoom teleconference/video conference only, by phone at (+1-346-248-7799) or through the following web link <https://us02web.zoom.us/j/85403145536?pwd=RkhZak0yaGZYc0E5YjcxExGc3J5UT09> access code 854 0314 5536. Adam Pisani, Committee Chair, called the meeting to order at 1:01 p.m.

Committee Members Present: Adam Pisani, May Tape, D.D.S., Ruthanne Mefford, Ali McDonald, Beth Johnson, Christy Boerger, Landon McClain, Kay Danziger

Members Absent: Abby King, Elizabeth Drozd, Chad Faucett, April Nemec

Others in Attendance: Joe Freudenberger, Chief Executive Officer
Ashley Bellew, Executive Secretary
Heather Ekre-Development Director
Mackenzie Martindale, Development Assistant
Niketa Kurjee, Development Assistant

The minutes of the May 5, 2021 Development Committee meeting were presented for discussion and approval. Christy Boerger made a motion to approve the minutes, Beth Johnson seconded and the Committee voted unanimously to approve.

Develop Program Goals for 2021

Adam Pisani provided a status update relative to our development goal for 2021 and discussed our targets for each event to achieve our overall goal of \$2,300,000.

Development Program Components:

Patchwork:

Beth Johnson provided information relative to Patchwork and noted we had a meeting on June 24, 2021 to update the committee on the status of everyone's assigned task. Mrs. Johnson explained we have decided to move towards a hybrid model allowing sponsors to attend in person or virtually. We anticipate 300-350 people on site with another 100 virtual attendees. We have revised the sponsor letter to this effect and updated our marketing material. Mrs. Johnson concluded by noting we are working on auction items but need assistance obtaining more items, community connections and underwriting items.

Individual Giving:

Joe Freudenberger provided updates regarding individual giving and noted we are beginning our program in Wharton by working on funding for a match grant with the Mary Louise Dobson Foundation. Mr. Freudenberger continued by noting we then plan to shift focus to Richmond for additional funding for the MRI/CT machine.

Foundation Giving:

Joe Freudenberger provided updates relative to foundation giving and noted the grant request with the Moody Foundation to renovate clinic space at our Wharton campus and buy surgical equipment has been approved for \$150,000. We are also working on a grant application with the Mabee Foundation to replace the MRI and CT machine at Jackson Street. We hope the Mabee grant will fund 20% of the project once we have raised 40%. We have submitted a request with the George

Foundation to reallocate \$150,000 for Vision 2020 to apply towards the MRI/CT machine and consider a new grant of \$650,000 towards the MRI/CT project. Mr. Freudenberger continues to meet with Board members to strategize and cultivate relationships with the Parks Foundation, Cullen Health Trust, and Episcopal Trust. Mr. Freudenberger concluded by noting we will continue to work with these and other foundations including Henderson Wessendorff and Gulf Coast Medical Foundation for additional support.

Employee Giving:

Christy Boerger provided updates related to employee giving and noted the committee met on July 6, 2021. Each department set goals and determined what they want their funds raised to go to: MRI/CT, Branches or department specific items. We have begun creating a buzz about the event and are planning various ways to build excitement to get people motivated and eager to give. Employee giving is scheduled to run from August-September 2021.

Restaurant Week:

No updates at this time. Will begin planning Restaurant Week 2022 in January 2022.

Power of the Purse:

No updates at this time. Will begin planning Power of the Purse in January 2022 and will evaluate the format to determine if it will be an in person or virtual event.

Wharton Giving:

Joe Freudenberger provided updates related to Wharton giving and noted we have reengaged our Wharton Development Board and set up two Wharton subcommittees to discuss hospital updates and strategize how to cultivate relationships in the community and facilitate our individual giving program.

Status of Projects funded by Development:

- a. Skilled nursing facility (SNF)- renovations began the week of 6/28/21 and are expected to be completed in September 2021. The AC was not included in the original bid but is currently being bid out and are determining the start date.
- b. Vision 2020- The next step in the ER renovations, laminating cabinets and doors is start in August.
- c. WOW's- all 7 have been delivered, they are currently being set up and will be deployed over the next few weeks to their respective departments.
- d. Branches- 26 account has been fully written off thus far. We will continue to identify qualified patients and are considering reevaluating the criteria to qualify for the program.

Adjournment

There being no further business to come before the Committee, the meeting was adjourned at 1:30 p.m.

Adam Pisani
Committee Chair