

**JESS PARRISH MEDICAL FOUNDATION  
BOARD OF DIRECTORS' MEETING  
HELD AT PARRISH MEDICAL CENTER  
JANUARY 18, 2007  
MINUTES**

The meeting of the Jess Parrish Medical Foundation, Inc., Board of Directors was held on Thursday, January 18, 2007, at Parrish Medical Center in conference room 1 at 6:00 p.m.

**The following members were present:**

Jerry Allender, Chairman	J.J. Parrish, III
Richard Boggs, Vice Chairman	Dr. Howard Rinker, Board Member
Chris Broome, Treasurer	Turmy Sieveking, Board Member
Santiago Bulnes, Board Member	Jason Snodgrass, Chairman Elect
Randall Coleman, Board Member	Rachel Terry, Board Member
Marcia Gaedcke, Board Member	William Terry, PMC Auxiliary President
Dr. Albert Koller, Board Member	Barbara Terhune, Member-at-Large
George Mikitarian, President/CEO PMC	John Weaver, Board Member
Lee Moore, Secretary	Bob Yarbrough, Board Member

**Others present:**

Judy Allender, Co-Chair, Community Awareness & Event Planning  
Dr. Lisa Alexander, Vice President, Medical Affairs/Executive Lead Main Street PMC Project  
Melissa Harper, Program Coordinator, Aging Services  
Melissa Lugo, Development Officer  
Elizabeth Mikitarian, Chair, Community Awareness & Event Planning  
Roxanne Woods, Foundation Assistant

**Members Absent:**

Dr. Katherine Cobb, Board Member	Katherine Musick, Board Member
Shannon DeBalli, Board Member	Tricia Parrish, Board Member
Kathleen Dunn, Board Member	Dr. Steven Schwartz, Board Member
Jack Gould, Board Member	Gene Segó, Board Member
Robert Jordan, Jr., Board Member	Tim Skeldon, Board Member
Kerry Kennedy, Board Member	Greg Sparkman, Past Chairman
Charles Murray, Board Member	N. Christine Sylvester, Member-At-Large
	Dr. John Williams, Board Member

**CALL TO ORDER**

Mr. Allender called the meeting to order at 6:05 p.m.

**REVIEW AND APPROVAL OF MINUTES**

Mr. Allender noted the draft minutes of the Board of Directors, October 5, 2006. The following motion was made by Mr. Broome, seconded by Ms. Sieveking and approved (18 ayes, 0 nay and 0 abstentions).

**MOTION: TO APPROVE THE MINUTES OF THE OCTOBER 5, 2006, BOARD OF DIRECTORS MEETING.**

### **REPORT OF OFFICERS**

*Chairman's Report* - Mr. Allender thanked everyone for attending. He shared that Mr. Segó is recovering from heart surgery and will be returning soon. It was further announced that Ms. Smirl, Executive Director, Jess Parrish Medical Foundation will be transitioning to a leave of absence in the near future, to provide care for her seriously ill husband. Everyone was asked to keep them in their thoughts and prayers.

Everyone was reminded to mark the dates and times of this year meetings. Further it was mentioned, that there was an article in the Florida Today regarding Parrish Medical Center receiving an award for patient and family care. The hospital continues to receive accolades from the community as well as nationally.

*Treasurer's Report* – Mr. Broome presented the treasurer's report. It was noted as of December 31, 2006, we have \$423,500.41 for Main Street. Mr. Broome presented the audit report ending for September 2006 as prepared by Bray, Beck and Koetter. No problems were noted on the audit, and revenues exceeded expenses last year.

The following motion was made by Mr. Moore, seconded by Mr. Boggs and approved (18 ayes, 0 nay and 0 abstentions).

### **MOTION: TO APPROVE THE FINANCIAL REPORT OF DECEMBER 2006 AND AUDIT REPORT FOR 2006 AS PRESENTED.**

*Executive Director's Report* – Ms. Lugo reported on behalf of Ms. Smirl.

Ms. Lugo reminded the board of available tickets for "The Ultimate Gift" premiere scheduled for Thursday, February 15, 2007. This will be held at the Holy Trinity Episcopal Academy Auditorium in Melbourne. It was requested that anyone wishing to attend notify the Foundation Office by February 1, 2007. Mr. Allender encouraged members to attend.

It was shared that the foundation recently received a donation from GoodSearch.com totaling \$48.30 for searches completed in 2006 by our donors who utilized this search engine. The group was reminded that a memorandum was included in the package on how to participate in this opportunity to passively raise funds for JPMF.

It was requested that each member fill out the distributed Volunteer Committee Selection form and return it to the foundation office. This will provide an update of member information and allow members to choose a committee that they would like to participate on.

### **DEVELOPMENT COUNCIL REPORT**

*Community Awareness and Event Planning* – Mr. Allender requested Ms. Mikitarian and Ms. Allender to report on the Community Awareness and Event Planning committee. Postponement of the Hearts on Main Street Gala was discussed at length. It was noted that fundraising would be very important in conjunction with the gala, and Ms. Smirl would be critical to this function. It is planned to reschedule the gala in late fall.

It was reported that the committee is working very hard to continue the momentum and looking at ways to raise awareness and fundraising. It was recommended that each board member plan to have a small reception/gathering. (Example of the Broome reception was shared with the group). Discussion ensued. It was stressed that this is a very "low key" opportunity for groups to get together to support the project. Ms. Mikitarian and Ms. Allender stated that they would be contacting members personally to discuss their participation in hosting a gathering.

*Tiger Team Report* – Mr. Boggs reported for the Development Council. The total raised in cash and pledges is \$1.6 million, which is 46% of our goal. He reported a very strong performance. It was further noted that in the month of December 2006, approximately \$100,000 was collected in pledges.

*Annual Gifts* – Mr. Boggs reported that the Annual Gifts are currently at 88% of their goal. The annual Pauline Bryan Society Garden Party is planned for Sunday, April 1, 2007.

*Circle of Life* – Mr. Boggs reported that there are currently 34 members, with a goal of 50 members. He recognized Mr. Jerry W. Allender and Mrs. Judy Allender who recently made a pledge of \$100,000 to the project.

*Planned Gifts* – A meeting of the Planned Gift Committee is scheduled for February 9, 2007.

### **MAIN STREET UPDATE**

Mr. Moore provided an update of the Main Street Project to the group. It was announced that it is planned to move the Carlile House next year. Reportedly, the land acquisition for the site is not complete as yet, but is coming along well. He stated that Dr. Tronetti is seeing approximately 20 patients per week. It was shared that the Employee Van Program is underway with the van purchased and graphics are being applied. The driver position for the program has been posted.

At this time, Mr. Moore shared the Administrative organization of the Main Street Project Team, noting that Dr. Lisa Alexander, Vice President, Medical Affairs, has been designated the PMC executive sponsor with full accountability for the successful completion of the Main Street project in partnership with the Jess Parrish Medical Foundation. Mr. Moore provided a brief background on the many accomplishments of Dr. Alexander, and looks forward to her leadership role on the project team.

He then introduced Dr. Alexander to the group. She thanked Mr. Moore and stated that she looked forward to working with the team and having a successful project. It was further shared that Dr. Alexander has been named a finalist in the LEAD Brevard's "4 Under 40."

Mr. Moore also announced the upcoming nuptials of Ms. Harper, Program Coordinator, Aging Services planned for March 2007.

Mr. Allender thanked Mr. Moore and Dr. Alexander for their presentation. He also congratulated Ms. Harper on her upcoming marriage.

### **UNFINISHED BUSINESS**

*Gift of Light 2006* – Mr. Terry reported on the Gift of Light event that was held on Sunday, December 3, 2006, with one of the largest crowds in recent history. Music, snow and refreshments were provided, with a baking contest held. This project is a joint effort with the PMC Auxiliary with the net proceeds of more than \$23,000 designated for the Health Village at Main Street PMC. Mr. Terry encouraged all to attend the 2007 event.

At this time Mr. Allender presented Mr. Terry with a resolution from the Board of Directors for his many years of support and generosity. It was shared that we looked forward to continued participation with Mr. Terry.

### **NEW BUSINESS**

*New Members* – Mr. Allender announced a new prospective member, Ms. Dorothy Hudson, whose application was included in the board package.

The following motion was made by Ms. Terhune, seconded by Mr. Moore and approved (18 ayes, 0 nay and 0 abstentions).

### **MOTION: TO APPROVE MEMBERSHIP OF MS. DOROTHY HUDSON TO THE JESS PARRISH MEDICAL FOUNDATION BOARD.**

*Second Quarter Grant Recommendations* – Mr. Parrish gave the recommendations of the Grants Committee that was held on January 10, 2007. The following organizations submitted grant requests.

North Brevard Parkinson's Support Group requested \$1,000 for funding of their symposium scheduled for March 24, 2007, to be held at Parrish Medical Center.

Indian River City Little League – Challenger Division requested \$2,000 for equipment and insurance expenses.

Titusville High School – Project Graduation 2007 requested funding. It was the recommendation of the committee to decline this request, as Parrish Medical Center has donated to all local high schools for this project in 2007.

The following motion was made by Mr. Parrish, seconded by Mr. Broome and approved (18 ayes, 0 nay and 0 abstentions).

### **MOTION: TO APPROVE \$1,000 TO NORTH BREVARD PARKINSON'S SUPPORT GROUP FOR THEIR SCHEDULED SYMPOSIUM ON MARCH 24, 2007 AS RECOMMENDED BY THE COMMITTEE; AND \$2,000 TO THE INDIAN RIVER CITY LITTLE LEAGUE-CHALLENGER DIVISION AS REQUESTED. TITUSVILLE HIGH SCHOOL WAS NOT APPROVED.**

Mr. Allender requested a motion to move \$2,500 from NBMS grant funds to the Mammogram Program to replenish monies for future expenditures.

The following motion was made by Mr. Broome, seconded by Mr. Bulnes and approved (18 ayes, 0 nays, and 0 abstentions).

**MOTION: TO MOVE \$2,500 FROM NBMS GRANT FUNDS TO THE MAMMOGRAPHY PROGRAM AS REQUESTED.**

**PARRISH MEDICAL CENTER UPDATE**

*"Day of Dance"* - Mr. Mikitarian shared that we are one of 50 sites around the country that will be celebrating this event for Cardiovascular Health. This will be a "Downtown Street Party." Natalie Sellers and Marcia Gaedcke have worked very hard on this project and continue to do so. The event will be on Saturday, February 24, 2007, 1-5:00 p.m. Local vendors and RadioDisney will be participating. This provides an opportunity to promote PMC and the many services that we provide to the community. All were encouraged to attend.

The Port St. John project continues on schedule. The physicians that have been recruited for the site are currently working in the area and continue to establish their practice. Physicians have been recruited and will move over to the facility as soon as it is completed. More information will be forthcoming as the projects reaches completion.

Mr. Mikitarian shared information on recent articles, certifications and accolades that Parrish Medical Center is receiving locally, nationally and from other facilities.

He further addressed the Blue Cross/Blue Shield contract with the hospital at length. It was shared that a letter will be mailed out to the community in the near future. Extensive discussion ensued.

Mr. Allender thanked Mr. Mikitarian for his report. He further requested that members arrive at 5:30 p.m. if they would like to have dinner, as he would like to start the meeting promptly at 6 p.m.

**ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 8:45 p.m.

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L. Lee Moore, Secretary