

**JESS PARRISH MEDICAL FOUNDATION  
EXECUTIVE COMMITTEE MEETING  
HELD AT PARRISH MEDICAL CENTER  
OCTOBER 31, 2006  
MINUTES**

The meeting of the Jess Parrish Medical Foundation, Inc. Board of Directors was held on Tuesday, October 31, 2006, at Parrish Medical Center in conference room one at 7:30 a.m.

**The following members were present:**

Jerry Allender, Chairman  
Richard Boggs, Vice Chairman  
Christopher Broome, Treasurer  
George Mikitarian, Ex-Officio  
Lee Moore, Secretary  
N. Christine Sylvester, Member-at-Large  
Jason Snodgrass, Chairman Elect  
Greg Sparkman, Past Chairman  
Barbara Terhune, Member-at-Large

**Others present:**

Melissa Lugo, Development Officer  
Laurie Smirl, Executive Director  
Roxanne Woods, Foundation Assistant

**CALL TO ORDER**

Mr. Allender, Chairman, presided and called the meeting to order at 7:35 a.m.

**REVIEW AND APPROVAL OF MINUTES**

The following motion was made by Mr. Broome, seconded by Mr. Boggs and approved (9 ayes, 0 nays and 0 abstentions).

**MOTION: TO APPROVE THE MINUTES OF THE AUGUST 29, 2006, EXECUTIVE COMMITTEE MEETING AS PRESENTED.**

**REPORT OF OFFICERS**

*Chairman's Report* – Mr. Allender welcomed the committee. He called upon Mr. Broome to present the treasurer's report.

*Treasurer's Report* - Mr. Broome requested that attention be given to the Balance Sheet of the financial report, specifically the breakdown of the Main Street PMC balance of funds, a new summary requested by the previous treasurer. Ms. Smirl noted that Wachovia Bank had approached her with a 5% interest bearing checking account and she and Mr. Broome will look into this.

The following motion was made by Mr. Moore, seconded by Mr. Boggs and approved (8 ayes, 0 nays, and 0 abstentions).

**MOTION: TO APPROVE THE FINANCIALS FOR AUGUST 29, 2006, AS PRESENTED.**

*Executive Director's Report* – Ms. Smirl reported that the On-Line Auction, including Second Chance Prom, net proceeds were \$27,000. This represents over the fifty cents on the dollar return as promised.

An update of the historic grant was shared. It was reported that outcome would not be known until spring of 2007. Our rating was 64 of 68 projects that were approved for funding, with a good chance for allocation if the Governor approves an additional \$4 million. It is currently being monitored.

Ms. Smirl noted that there is a possibility for an additional source of revenue if the referendum is passed as shared at the Board of Directors meeting on October 5, 2006. It was further noted that the Foundation is paying for some of the advertisements and materials related to the referendum. She noted that this is legal, and a report has been filed with the Supervisor of Elections.

The Community Open House for the Chain of Lakes project will be held at the Valiant Air Command on Saturday and Sunday, November 4-5, 2006, from 8 a.m. to 5 p.m. A simultaneous open house will be held on Saturday, November 4, 2006, from 10 a.m. to 2 p.m. at the Chain of Lakes.

Ms. Smirl announced that the initial donor display is in the final stages of development. There will be a ribbon cutting and open house that is tentatively planned for December 1, 2006.

#### **MAIN STREET UPDATE**

Mr. Moore announced that the PMC employee van has been purchased. The program will kick-off after the first of the year.

Surveys have been sent out to seniors who have seen Dr. Tronetti. Several have been returned with very favorable comments with regard to Dr. Tronetti and the program. Dr. Tronetti has conducted many speaking engagements to raise awareness of the Senior Consultation Center.

Mr. Moore further shared the update on the land purchase. At this time the land has not been purchased, however, the St. John's River Water Management District has approved the proposal. Further updates will be forthcoming.

If the referendum does pass, the infrastructure (i.e. roads, water, electricity) will be covered with work beginning in the spring of 2007. This would have a cost savings impact of approximately \$1.5 – \$2 million.

Mr. Mikitarian shared that if the referendum does not go forward, we will revert to our original project plans. Discussion ensued regarding construction and planning.

Mr. Moore further shared that the Dunn House move is to take place on November 12, 2006. The county has given \$60,000 to assist with the move. The foundation has paid approximately \$29,000 in indirect expenses associated with the Dunn House move.

Ms. Smirl stressed the importance of people paying their pledges. It was also shared that fundraising season is very short and it is important to request our donations now. Mr. Broome stated that he would work on a letter with Ms. Smirl to be sent to those who have pledged, but are not current.

### **DEVELOPMENT COUNCIL REPORT**

Mr. Boggs stated we have currently raised \$1,425,242, or 41% of our goal. This includes the \$27,000 raised through the auction/prom. The employee giving is doing very well; it currently has received pledges of \$250,000, with hospital matching funds.

*Annual Gifts* – Mr. Boggs reported that the Garden Party has been set for April 1, 2007, to be held at PMC with Katherine Musick once again serving as chair. The committee has kicked off their 2006-07 membership campaign to recruit another 100 members, hoping to retain the current members. The committee has decided to postpone the annual appeal and the phone-a-thon until next year due to saturation of the community with recent mailings, and the upcoming Gift of Light.

*Tiger Team* - The Tiger Team met in September 2006. Mr. Boggs commented that the one component that we are currently missing is the lead gift. This will be the focus of the team. Mr. Allender and Mr. Boggs will be following up with everyone to make sure they are making their calls.

*Corporate Gifts* – Mr. Boggs stated that letters of request have been sent out to all hospital vendors. Follow up with these recognized vendors would be forthcoming.

*Planned Gifts* – One planned gift has been established at this time and the committee will ramp up next year.

*Major Gifts* – Mr. Boggs reported that Mr. Sego is coordinating his activity through the Tiger Team, until we get the lead gift. The Circle of Life Society gala is tentatively scheduled for February 10, 2007, to be held at The Great Outdoors. Gary Fields has been secured for the entertainment. Mr. Fields is an up and coming entertainer and was compared to Harry Connick, Jr.

### **UNFINISHED BUSINESS:**

*Second Chance Prom/On Line Auction* – Ms. Smirl once again shared the combined net for both events being approximately \$27,000. Approximately \$24,000 was raised through the auction, which includes sponsorships. The Second Chance Prom raised a net profit of approximately \$3,000.

### **NEW BUSINESS:**

*Fist Quarter Grant Recommendations* – Mr. Sparkman gave the recommendations of the Grants Committee that was held on October 24, 2006. The following organizations submitted grant requests.

B.E.T.A. requested \$2,000 for funding of their Guys Are Great Program. The foundation has supported this and its Girls Are Great Program over the past few years. Recommendations were made to the organization to increase attendance and reduce attendee/cost ratios.

Children's Home Society requested \$2,000 for their Healthy Start Program to assist and educate mothers with new babies. This organization assists all of Brevard County, but is asking for funding for the north county residents.

Fox Lake Farms requested \$5,000 for their Equine Therapy Program to provide therapy sessions for children who are physically challenged. The program is held at Oaks Park Elementary, where the Rotary has recently provided them with a fenced arena. The school bus system assists with transporting students from various schools in the county to attend this program.

The following motion was made by Mr. Moore, seconded by Mr. Broome and approved (8 ayes, 0 nay and 0 abstentions).

**MOTION: TO APPROVE \$2,000 TO B.E.T.A –GUYS ARE GREAT PROGRAM, \$2,000 TO THE CHILDREN'S HOME SOCIETY - HEALTHY START PROGRAM AND \$5,000 TO THE FOX LAKE FARMS –EQUINE THERAPY PROGRAM.**

*Meeting Schedule for 2007* – Mr. Allender referred to a recent memorandum requesting the change in meeting days and times. Discussion ensued. It was agreed to keep the Executive Committee Meetings on the fourth Tuesday of the month with the meeting time to begin promptly at 8:00 a.m. These meetings will not be held on the months when the Board of Directors meet.

The Full Board meeting will be moved to the third Thursday of the month beginning at 6:00 p.m. These meetings will be held quarterly.

The following motion was made by Mr. Broome, seconded by Mr. Boggs and approved (8 ayes, 0 nay and 0 abstentions).

**MOTION: TO APPROVE THE TIME CHANGE OF THE EXECUTVIE COMMITTEE MEETINGS TO 8:00 A.M. AND CHANGE THE BOARD OF DIRECTORS QUARTERLY MEETING TO THE THIRD THURSDAY OF THE MONTH.**

*Board of Directors Holiday Party* – Mr. Allender requested input from the committee as to the scheduled holiday party for November 30, 2006. Discussion ensued. It was the recommendation of the committee to not hold a holiday party, but rather have a VIP room for the night of the Gift of Light program to be held on December 3, 2006. This would allow board members to attend the Gift of Light and then come to the conference room for refreshments.

*On Golden Pond Event* – Mr. Moore shared a handout with the group outlining the event to be held at the Emma Parrish Theatre on January 25, 2007. The objective is to raise money for Main Street PMC, reward and recognize our supporters and raise level of awareness of seniors needs in the community, as well as obtain pledges and/or leads for follow up. The event will be held from 6:30 p.m. to 10:15 p.m.

The concept is to invite those who are already engaged and will invite those who have not been connected to the program previously. Mr. Moore stated that this event could provide leads to new contacts and possible contributors to the foundation. There will be light refreshments and door prizes. Keynote speaker will be Mr. Mikitarian, with Dr. Tronetti sharing positive impact stories with the audience. Discussion ensued. Mr. Boggs and Ms. Smirl will assist Mr. Moore with the guest list.

*Upcoming Events* – Ms. Smirl stated that two other events would be surrounding the On Golden Pond presentation. Identified were the January 11, 2007, The Ultimate Gift Premier; and the February 10, 2007, Circle of Life Society gala.

*Evaluation of Fundraising Event Options* - Ms. Smirl noted that events of this past year were labor intensive and not as lucrative as hoped. It was recommended that signature events be identified. Examples of this would be Celebrate Life and golf classic as signature events. Discussions of pros and cons were noted.

Ms. Smirl recommended that a new committee be established to evaluate fundraisers. It was further recommended that Ms. Liz Mikitarian be asked to chair this position. Ms. Mikitarian would be asked to put together a committee to evaluate what fundraisers we would approach in the coming year. It was also stressed that these need to be volunteer driven events, with less labor-intensive work for foundation staff. It was recommended that guidelines be given to the committee.

The following motion was made by Mr. Broome, seconded by Mr. Allender and approved (8 ayes, 0 nay and 0 abstentions).

**MOTION: TO CREATE A COMMUNITY AWARENESS AND EVENT COMMITTEE FOR FUTURE PLANNING. MS. SMIRL TO REQUEST MS. LIZ MIKITARIAN TO CHAIR THIS COMMITTEE.**

**ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 9:10 a.m.

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L. Lee Moore, Secretary