

University of Virginia Hospital Auxiliary, Inc.
Board of Directors Meeting
January 21, 2010

Board Members Present (absent members in parentheses): Weiss, Riechman, Van Winkle, (Jonson), DiSandro, Verhagen, (Kauder), Berman, Blight, (Blohowiak), Courain (ex officio), Dunn (past president), Herakovich, Johnson, Keith, Kindred, Ledford, Lindsay, McGaugh, McLaughlin, Morris, Richards, Rollins, (Swao), Templeman, Verity, Wagaman, Westley, White, Zeitler, Thompson

Guests: Trish Cluff, Associate Vice President, Marketing and Strategic Relations and Reba Camp, Director of Environment of Care

Call to Order: President Martha Weiss called the meeting to order at 10:00.

Executive Liaison Report (Trish Cluff):

- The UVA Employee Connection concierge service for UVA Medical Center employees, family members, and Auxiliary/Volunteer members entered its second week. This is a single phone line to set up appointments for all medical services except procedures, for primary care within 48 hours and for special needs within 5 days. Liz Courain will receive the phone access line and pass along to those interested.
- UVA Health System Arts Committee has reviewed the exhibit schedule and unit refurbishment art project. The Units patients and staff are very satisfied with the new room décor.
- Special commendation to Auxiliary Gift Shop staff on behalf of our patients and staff for extraordinary efforts to keep the Gift Shop open during the snow storm last December.
- The Medical Center's MERCI (Medical Equipment Recovery of Clean Inventory) program is organizing medical supplies to send to Haiti. MERCI and the Health System's Community Relations are leading efforts to collect other supplies for Haiti victims. The drop-off dates were January 20 and today. Mark Okusa, MD, a member of the Nephrology's Disaster Relief Task Force is playing an instrumental role in the national effort to coordinate acute kidney dialysis supplies and services to Haitians.
- Additional Hand sanitizers were installed in public areas in the University Hospital, West Complex Lobby, Northgate, and PCC. Patients, visitors and employees have expressed appreciation for making these available.

Guest Speakers: Reba Camp, Director of Environment of Care

- The Health System has been a Smoke Free Zone since October 1, 2009.
- Ed Howell met with the Governor's office to receive a special exemption to state law to allow no smoking in some areas that do not provide healthcare, i.e. Lee Street to create a Clean Air Zone.

- In fall, most employees, patients and visitors complied. To help smokers: information to help smokers quit, banners declaring Smoke Free Zones, and maps showing designated smoking areas were offered.
- It has become a challenge with the winter months to make sure employees, visitors and patients comply. New efforts are being made to direct smokers to resources if ready to quit, and to designated smoking areas. Smoking is banned in the parking garage but not in cars.

Treasurer’s Report (Ted Verhagen):

Mr. Verhagen distributed the current financials. He reported that all bills are paid and our finances are in great shape. Ted asked committee chairs to get their budget requests to the finance committee for next year. The Finance Committee meets next Wednesday, January 27th. If anyone has questions, leave a note in Ted’s mailbox.

Special Guests

The new Liaison for Emergency Department, Claire Thompson; Diane Wilson, guest; Bill White, guest/spouse and Rebecca Keith, Madison House Rep returning from Winter Break, were introduced at the board meeting.

Approval of Minutes (Julia Kindred for Ken Jonson):

Ms. Kindred revised the minutes of the November 19, 2009, meeting to (1) correct spelling of Sara Templeman’s name from Templeton, (2) Correct spelling of Hampden Sydney College. By motion made by Meg Riechman and seconded by Ted Verhagen, passed unanimously, the Board approved the minutes as amended for the November 19, 2009, meeting.

Correspondence (Winnie DiSandro):

Ms. DiSandro shared with the Board, letters of condolence and thank you notes received. Special thank you to Jim Mann for keeping the Gift Shop open during the snowstorm Dec 19th. Jim stayed overnight and opened the shop all weekend.

Liaison Program (Meg Riechman):

Everyone is doing a great job. Dorothy Richards recommended that a restroom be easily available for those waiting for surgery. This request has gone to Administration and is being reviewed.

Gift Shop (Lynda Dunn):

The “First Ornaments of Christmas Past” Holiday Sale earned \$1,200 in 3 days – with 100% profit as all ornaments were donated. The 4th day was suspended since there were not enough ornaments. Marla McGaugh will receive and store ornaments for next year’s sale. Gift Shop Holiday Sales on December 21-23rd went very well. Sara Templeman won the rocking horse raffle.

Jim Mann kept the Gift Shop open during the Snowstorm, December 19 – 20th. On Saturday, Dec. 19th, the Gift Shop had \$1,400 in sales. He received a Certificate of Appreciation for Outstanding Service. The staff was very grateful the Gift Shop was open.

Valentine Day's merchandise is in the Gift Shop. Future sale dates include: Another Atrium Sale in March, along with a Jewelry Sale supplied by a vendor but sold by the Auxiliary. **Valentine's Day Flower Sale** is cancelled again this year since Valentine's Day falls on a Sunday.

Committee Reports:

Nominating Committee (Lynda Dunn)

The Nominating Committee has almost completed identifying candidates to stand for election to Executive Board positions for next year. The committee includes Sara Templeman and Julia Kindred.

Lights of Love (Jane McLaughlin):

Jane acknowledged all the help she received from Liz Courain, the Volunteer Services staff, the Auxiliary Board and the Volunteers for such duties as invitations, ornaments, cookies, Tree Decoration, etc. The Lights of Love earned \$10,691 with \$1,300 from Higher Grounds and \$200 from Morrison's. A special thanks to Shirley Lindsay chairing acknowledgements, Barbara Rollins recording names in our Memory book, Jon and Mary Leachtenauer for Lobby Decorations, Emmie Lou and Bob Campbell for chairing the reception and Mary Lou Luce for ornaments. The Tree Lighting Ceremony was well attended and included the First Step Choir. A performance by a ballerina helped to make a wish come true with the Make a Wish Foundation for our tree lighter. All agreed it was a wonderful way to kick off the Holiday Season.

Five@ Five (Meg Riechman)

The Auxiliary is the beneficiary from Whole Foods "5@5" for the month of January 2010. The event has made \$780 in two weeks with 100% of the proceeds for the UVA Auxiliary. There are two more Friday's at which anyone can taste 5 wines paired with 5 food samples for \$5.00. Maggie Van Winkle is applying to Whole Foods "Nickels for Non Profits Program."

Positive Image Center Update (Susan Morris)

On December 17 – 18, the committee met with Rebecca Linton, our consultant, to discuss staffing, marketing, key vendors, financials, products, cost of start up for the new Positive Image Boutique. A timeline is being established and expanding the committee to anyone with expertise in the areas of marketing, financials, retail, grant writing, etc.

The Steering Committee will continue to meet the first Monday of the month and the Full Committee will begin to meet the 3rd Monday of the month. Next Tuesday, January 26th, Pat Periolat, Liz Courain and Susan will give a presentation to the UVA Women's Club Board. Susan mentioned that the Auxiliary may want to establish a separate fund to receive donations to help provide under and uninsured patients products free of charge. This will probably be the biggest

expense after opening. Including the proceeds from the Lights of Love, \$42,000.00 has been raised to fund opening expenses.

Special Recognition (Liz Courain):

Dorothy Richards received special recognition for 43 years of service to UVA Medical Center and the Auxiliary. She became a member of the UVA Hospital Auxiliary in 1967 working in the Canteen. She became Director of Volunteer Services, is a past president for the Auxiliary and presently serves as Liaison for Surgical Services. She received her 5,000 hours pin and was cheered for 43 years of exemplary service.

Auxiliary Update (Martha Weiss):

- Albemarle Magazine has an article about the Senior Center and Dorothy Richards is quoted in it.
- CPR classes will be held on February 23rd, 1-3:30pm and February 26th, 9-11:30 am, at Employee Health, 1222 JPA, Room 5606.
- Gala update: The Cancer Center Gala will take place early next year. The committee has met and includes David Black and Scott Karr – Development., Liz Nottingham, Susan Howell and Dee Edie along with others.
- Volunteer Luncheon, to be held May 27, 2010 at Alumni Hall – Marla McGaugh will chair the luncheon committee. Anyone who would like to help, contact Marla.
- Finance Committee meets January 27 and will look at budget line by line. Clark Blight is chairing this committee. Clark said he had many helping on his committee.
- Public Relations Committee meets January 21st, right after the board meeting. Martha is chair, other committee members are: Maggie Van Winkle, Peyton Ledford, Cyndy Westley, Julia Kindred, Liz Courain, and Meg Riechman. Peter Jump, Public Relations for UVA Medical Center will be meeting with this group.

Director of Volunteer Services (Liz Courain):

The Health System has received over 20,000 doses of H1N1 flu vaccinations, so any volunteer can receive one free through employee health. The Madison House Volunteers and The Junior Volunteers must show proof they have received the H1N1 flu vaccine in order to volunteer at the Medical Center in 2010.

Announcements (Julia Kindred):

Please submit articles for the Auxiliary Newsletter and the News and Events Webpage, part of the Volunteer Services Website to Julia Kindred jek2a@hscmail.mcc.virginia.edu or in her mailbox in the volunteer office.

Adjournment (President Weiss):

The meeting was adjourned at 12:02. The next meeting will be on February 18, 2010, at 10:00 a.m.

Respectfully submitted, Julia Kindred, for Ken Jonson, Recording Secretary