

University of Virginia Auxiliary, Inc.

Board of Directors Meeting

January 20, 2011

Board Members Present (absent members in parenthesis): Riechman, Van Winkle, Dunn, Mc Laughlin, (Tesorieri), Verhagen, (Kauder), Zinser, Berman, (Blight), Campbell, Courain, Di Sandro, (Herakovich), Inge, (Johnson), Kindred, Ledford, Lindsay, (Mc Gaugh), Morris, Periolat, Richards, (Rollins), Templeman, (Vaughn), Verity, Wagaman, Weiss, Westley, White, Williams.

Call to Order: President Meg Riechman called the meeting to order at 10:00 A.M.

Approval of the Minutes: The minutes were approved as submitted.

Treasurer's Report: Ted Verhagen reported that our finances are in very good shape, with all bills paid and \$50,000 in the bank. He will begin to prepare the new budget soon and all requests for funding are due by March 15, 2011. Our endowment fund has increased this fiscal year by approximately \$60,000. The Gift Shop revenue is ahead of anticipated earnings.

Correspondence: Tabled until the February meeting.

Benefit Update: Maggie Van Winkle reported that the Positive Image Benefit invitations will be addressed for mailing on January 31, beginning at 9:00 A.M. in the Development Office at the Jefferson Quarry Building on Ivy Road. The mailing list is approximately 2200 and there is still time to add names. The current invitation list is available for viewing in the Volunteer Office in Maggie's mail box. If there is anyone you wish to include, please send the necessary information to Maggie either via e-mail, post office, or her mail box in the Volunteer Office. The Benefit Treasurer reported as of the end of December 2010 that \$35,390 was on deposit for the Benefit. Sponsorship commitments to date are up to \$75,090 in cash plus an in kind contribution of \$5,600 in marketing services from the Charlottesville Radio Group for a total of \$80,690. Julia Kindred is working on the website for the silent auction. One of the auction opportunities will be a tour of the CBS News Studio in New York City, plus a meet and greet with Katie Couric including a photo opportunity. The committee has received the CAD drawing of the event

layout and is using it to finalize plans. Musical entertainment has been finalized. The musicians in residence, led by Eve Watters, are donating their services. The decoration committee is moving ahead and will be coordinating with several florists and garden centers.

Gift Shop: Lynda Dunn reports that the Gift Shop is doing well. A new storeroom has been stocked. It is quite a distance from the shop. Valentine goods are now being sold.

Vendor Sales: Winnie Di Sandro states that the holiday sales totaled \$7,654.85 (Books are Fun yielded \$1,632.85, Masquerade Jewelry yielded \$4,562.00 and the ornament sale added \$1,460). The money will be used to support the Venture awards.

Fundraiser Report: Shirley Lindsay has negotiated with Applebee's to conduct another Pancake Breakfast on May 7, 2011. The fundraising profits would be contributed to Nursing Scholarships. Shirley explained that Applebee's would receive payment for sausages and pancake mix which would cost the Auxiliary approximately \$70.00. Lynda Dunn made a motion to conduct a Pancake Breakfast at Applebee's on May 7, 2011 with the proceeds going to fund Nursing Scholarships. The motion received a second from Lillian Inge. The motion carried.

Maggie Van Winkle has submitted an application to participate in Whole Food's Nickels for Non-profits. Proceeds will go toward funding the Hospitality House.

Positive Image Boutique: Pat Periolat reports that currently we are in negotiations with the hospital to expedite the hiring of staff. This week we will begin to place product orders. The new cancer center is not ready to accept delivery and Susan Morris is allowing deliveries to her home. Pat and Susan were interviewed this morning by CBS 19 News about the Positive Image Boutique.

Committee Reports

Lights of Love: We have not as yet received the contribution from two of our corporate sponsors but so far we have received \$8,280 in donations. The money has been allocated to support the Positive Image Boutique.

Valentine's Day: Marla Mc Gaugh has requested volunteers to assist on February 14th in the distribution of flowers to staff.

Legislative Day: On February 9, 2011, Meg Riechman, Maggie Van Winkle, Jane Mc Laughlin and Julia Kindred will go to Richmond, Va. to participate in Legislative Day.

Volunteer Services: Liz Courain reported that Mr. Howell has extended an invitation to the

Auxiliary Board to attend the UVA Women's Basketball Game on February 20, and to sit in the Virginia Sports Properties Suite. Requests for tickets should be made to Liz. Also:

- Flu shots are mandatory and volunteers who have failed to get the shots will be placed on leave until the end of flu season. Shots are still available through Employee Health.
- We are getting ready to open the Positive Image Boutique bank account. Ted Verhagen will be moving funds from the Auxiliary account to the new account.
- Liz and Maureen are in the process of defining the volunteer positions at the Cancer Center. Simultaneously, the Transitional Care Center is ready to accept volunteers and especially needs volunteers to man the information desk evenings and weekends. All volunteer assignments will be handled by Liz, Maureen and Kim.
- Liz also requested that since Ted Verhagen and Sally Kauder will be stepping down in May of 2012, we should all be alert to anyone with appropriate credentials who may be able to accept the position of Treasurer.

New Business

Change of Bylaws: Martha Weiss explained that an office of a Third Vice-President was needed to handle the responsibilities of the Positive Image Boutique. The duties will be comparable to those of the Second Vice-President who is responsible for the oversight of the Gift Shop. Approval of the change was submitted and approved by Sally Barber. The addition of this office will require minor changes in the bylaws and will be submitted for the review and approval of the entire membership at the Annual Meeting in May (at the Luncheon). Martha made a motion to alter the bylaws to accommodate the new office. Peyton Ledford seconded the motion. The motion was passed.

Sponsorship Donation: Martha Weiss requested that the board approve a \$10,000 donation to the Positive Image Benefit which would be equal to the contribution of the Cancer Center Committee. This Piedmont Level Sponsorship would recognize the Auxiliary on the invitation, in the Program and would entitle us to ten tickets. The money had already been set aside as seed money and therefore did not represent an additional expenditure. Some discussion took place considering a larger donation. Martha Weiss made a motion to have the Auxiliary sponsor the Benefit with a \$10,000 donation. Sandra Wagaman seconded the motion. The motion was approved.

New Resolution: A discussion took place regarding the establishment of a fund which will accept ongoing donations for the support of the Positive Image Boutique. The fund would

specifically provide assistance to those individuals who are uninsured or underinsured and in need of cancer related products and/or services provided by the Positive Image Boutique. The name of the fund, pending the approval of the UVA Women's Club, will be the Ramona Burwell Fund. Lynda Dunn made a motion to establish the Ramona Burwell Fund to provide assistance to uninsured or underinsured patients in need of cancer related products and/or services provided by the Positive Image Boutique (pending name approval by the UVA Women's Club). Julia Kindred seconded the motion. The motion was approved.

New Board Member: President Riechman introduced and welcomed Katherine Williams, our new representative from Madison House. Ms. Williams is a first year student majoring in Spanish and Bio/Chem. She is planning a career in medicine.

“Brick” Donation: A discussion took place regarding the donation of a “brick” for the outside garden area of the Cancer Center from the Auxiliary. The cost of the “brick” is \$250. Ted Verhagen volunteered to personally pay for a “brick” to recognize the Auxiliary.

Adjournment: President Riechman adjourned the meeting at 11:05 A.M.

Note: The meeting was conducted at the School of Nursing and included a tour conducted by Hannah Walker, Guide and Administrative Assistant. The tour included a presentation by Assistant Professor and Speaker, Reba Moyer Childress, MSN, RN, APRN- BC, FNP, Director of Clinical Simulation. Therefore the meeting was curtailed to allow for the tour.

Respectfully submitted,

Susan Zinser

Recording Secretary