

University of Virginia Hospital Auxiliary, Inc.

Board of Directors Meeting

September 15, 2011

Board Members Present (absent members in parenthesis): Maggie Van Winkle, (Jane McLaughlin), (Julia Kindred), Lynda Dunn, Pat Periolat, Susan Zinser, Sarah Tesorieri, (Ted Verhagen), (Sally Kauder), Clark Blight, Bob Campbell, Kim Carson, Robin Cloth, Liz Courain, Winnie Di Sandro, Marlene Herakovich, Lillian Inge, Sandy Johnson, Denny King, Mary Ann Keenan, Bobby Lavery, (Peyton Ledford), (Shirley Lindsay), Marla McGaugh, Cal Nichols, Anson Parker, Pollie Parkhurst, Meg Riechman, Anne Roorbach, Sara Templeman, Joyce Vaughn, Sandra Wagaman, Cindy Westley, Martha Weiss, (Judy White).

Guests Present: Sally LeBeau and Kim Garofalo.

Call to Order: President Van Winkle called the meeting to order at 10:10 A.M.

Introduction of Guest Speaker: President Van Winkle introduced Sally LeBeau, Manager of Patient & Guest Services.

Ms. LeBeau thanked the Auxiliary for their continued support of the Hospitality House and gave us an update of its activities. The Hospitality House, located on 14th Street, provides lodging for patients and their family members. The house consists of eight suites which provide 60 beds. Accommodations are shared and they honor up to two reservations per family for a cost of \$10 per night. Guests may qualify for a reduced fee and food items may be provided. Each guest is surveyed and comments have been extremely positive.

The following initiatives have been taken over the course of the past year.

- 1) For those guests making advance reservations, confirmation letters were sent giving information on the facility, parking, etc. This has reduced the no show rate by 40%.
- 2) Accepting credit cards for payment has increased revenue by \$1,000 per month.
- 3) Established a consistent practice for payment using the State of Virginia Poverty Guidelines. The patient's financials are used for this evaluation.

- 4) Established a wait list. Approximately two to four guests are turned away each night.
- 5) One bedroom on the first floor has been changed to a living room.
- 6) Thanks to volunteer, Nancy Berman, the Emergency Food Bank contributes a grocery gift card of \$400 per month to Hospitality House.
- 7) Becoming a project of the United Way's "Day of Caring" to replenish the pantry.

The Guest Survey, which is similar to the patient survey at the hospital, asks 14 questions. The goal is to receive an 85% "great" evaluation and a 15% "good" evaluation, with a perfect score equaling 2.0. The survey results indicate 1.88 for staff friendliness, 1.91 overall rating, and room cleanliness at 1.81. Efforts are underway to improve the last score. Two or three guests each day come to the facility to shower and rest but do not sleep at the house. Most guests stay one night. Many patients arrive the night before surgery to be prepared for a 5:00 A.M. arrival at the hospital. Shuttle service to and from the hospital is provided. The Hospitality House maintains approximately an 80% occupancy rate while local private motels maintain about a 50% rate.

Introduction of Guest Speaker: President Van Winkle introduced Kim Garofalo, Volunteer Coordinator for the UVA Children's Hospital.

Ms. Garofalo thanked the Auxiliary for the 2009 Venture Award which allowed for the development of Pet Therapy Trading Cards, which she brought to show the Board. Working in conjunction with the marketing department, designers, the printer, the handlers and the dogs, 4,500 trading cards were created at a cost of \$246, far less than the original request of \$600.

There are nine dogs, along with their handlers, providing therapy at the Kluge Center. Two dogs provide therapy one afternoon and one evening on the pediatric floor of the hospital. The children adore the pets and enjoy getting the trading cards for the dog with which they interact. The photographer, Kay Taylor, provided wonderful pictures of the dogs and the cards have specific information about each dog on the back.

The Outpatient Surgery Center requested the pet therapy dogs after an article appeared in the "Link" regarding the program and the trading cards. One handler and dog are now visiting there.

Several auxiliary members also asked about expansion of the program into various hospital departments. To add a department to the pet therapy program, a request should be made to Ms. Garofalo and after consulting with Liz Courain, the request is submitted to the Infection Control and Prevention, which may accept or refuse the proposal.

As to the dogs and handlers, Ms. Garofalo explained that there is a regimen which must be followed by both the pets and their handlers to certify for participation. The dog must be over 1 year of age; then must pass basic obedience and the Pet Therapy test.

The Trading Cards have proved to be extremely successful in reinforcing positive experiences for the children.

Special Announcements:

1. President Van Winkle announced that Maryanne Keenan is departing from the Board due to relocating. She then introduced Denny King as Maryanne's replacement. She thanked Maryanne for her service to the Hospital and Auxiliary.
2. President Van Winkle also announced that Mary Mikalson, a volunteer and former Board member, was home recovering from injuries suffered in a car accident in August. She circulated a get well card for Mary for those who wished to sign it.

Getting Acquainted: Board members introduced themselves and announced their assignments, as there are several volunteers new to the board this year.

Treasurer's Report: Clark Blight gave the report in the absence of Ted Verhagen. The Auxiliary accounts are in the black and assets are in excess of \$500,000. The endowment fund is over \$300,000 (this does not reflect the recent drop in the stock market). All appropriate monies have been transferred to the Flourish account. Although revenue from the Gift Shop is slightly lower than anticipated, it is expected to meet annual goals.

Approval of the Minutes: The Minutes of June 16, 2011 were approved as submitted.

Correspondence: Sarah Tesorieri reported the receipt of a thank you note from Meg Riechman for the pewter plate she received for her service as President of the Auxiliary. In addition, she received thank you notes from Susan Morris and Pat Periolat for the Gay Kuhlthau Award and gifts they received in recognition of their outstanding service to the Auxiliary presented at the Annual Luncheon. She also read thank you notes from one of the pet therapists as well as the Director of the Malcolm Cole Center for the support the Auxiliary has provided to them.

Gift Shop: Lynda Dunn reports that sales have been erratic but we are close to meeting our goals. An Inspirational Book Sale was conducted for four days recently. The Gift Shop received 40% of the profits amounting to \$506. Ms. Dunn stated that we are receiving new merchandise and are beginning to prepare for Halloween sales. The shop will be participating in the Bravo card program, which recognizes staff.

As a side note, Ms. Dunn requests that any contributions to the Ornaments of Christmas Past Sale should be brought to the volunteer office in early November for processing for the sale in late November and early December.

Flourish: Pat Periolat reports that the shop is doing well and customer satisfaction is high. Referrals are coming in from doctors and nurses which is extremely positive. Flourish will participate in Breast Cancer Awareness Month in October by planning various give-aways and raffles. In November a new line of Amoena bras will be providing custom fittings for the medical center staff. We hope to increase use of Flourish by the staff. They are also selling custom silk scarves, ties and bow ties created specifically for the Emily Couric Cancer Center by Peter Blair.

Committee Reports

Madison House: Bobby Laverty reports a very successful start for Madison House this year. They received a record number of applicants to volunteer for the Medical Services program. There were 1,000 people who attended an Information Session indicating an interest for 460 slots. Returnees filled 250 slots. There were 528 applicants for the remaining 210 slots. For those who were not selected for Medical Services, Madison House offered alternative volunteer opportunities. The volunteers are expected to start next week and are expected to volunteer three hours per week.

Vendor Sales: Winnie Di Sandro reported that we have scheduled three vendor sales:

- Nov. 29, 30 and Dec. 1- Holiday Sale and Ornaments of Christmas Past Sale
- Apr. 5 and 6 – Easter Sale
- May 10-11 – Spring Sale

Ms. Di Sandro made a motion that proceeds from the sales be designated as follows:

- Holiday Sales to benefit The Malcolm Cole Center
- Easter Sales to benefit Music for Healing
- Spring Sales to benefit the Venture Awards.

The motion was seconded by Marlene Herakovich and was passed by the board.

Lights of Love: Marla McGaugh reported that the tree lighting and celebration will take place in

the lobby of the Cancer Center on Wednesday, December 7th at 3:30 P.M. The hospital lobby will be under construction and the Cancer Center will not be open for the celebration on a Sunday, the traditional day for the tree lighting. Ms. McGaugh made a motion to designate the proceeds to the Hospitality House. The motion was seconded by Martha Weiss and was passed by the board.

Venture Awards: Cal Nichols stated that 20 separate awards were selected for funding out of 54 requests. He explained the awards, the application process and the selection process. The Venture Awards will be distributed at the October Board meeting.

Auxiliary Update: President Van Winkle reported that the New Board Orientation occurred a week prior to the Board meeting rather than the day of the Board meeting. It provided a better opportunity for the new Board to have time to review their responsibilities, ask questions and become familiar with the Auxiliary. It went very well and probably will be replicated next year. The highlight was Liz Courain's presentation on the history of the Auxiliary.

Liz Courain, Jane McLaughlin, Cal Nichols and President Van Winkle will attend the VAHAV Fall Conference being held Oct. 10th through Oct. 12th.

President Van Winkle discussed the Center for Non-Profit Excellence which we joined last year. She stated that it has proven to be an excellent resource and offers workshops, a website, a newsletter and library.

Director of Volunteer Services: Liz Courain reported that as of August 31st we have 1083 volunteers who gave 85,000 hours of service last year. She stated that accurate reporting of all hours of service has definitely improved the statistics.

The Volunteer Liaisons may be able to facilitate communication with their volunteers who do not have e-mail by contacting the appropriate staff member, Liz Courain, Maureen Oswald or Kim Garofalo, and having them post the Liaison's informational e-mails on the computer sign in page.

She passed out a form that has been developed for recording volunteer hours spent at home for future benchmarking.

The CAVS now following Liz Courain's name on her badge ID stands for Certified Administrator Volunteer Services.

Adjournment: President Van Winkle adjourned the meeting at 12:07 P.M.

Respectfully submitted,

Susan Zinser, Recording Secretary