

**Minutes of the Regular Meeting of  
The VIM Board of Directors  
PSD Community Room  
21 Oak Park Drive, Hilton Head Island, SC  
August 14, 2018**

**Present:**

Ned Allen, John Anderson, Tom Brettingen, Joe Buckingham, Morris Campbell, Jim Collett, Ric Gorman, Frederick Hack, Michael Hall, Randy Light, Rob Lindsey, Honorary Board Member Mary Ellen McConnell, Linda Meir, Marion Payne, Robert Sable, Charles Sampson, Joe Scodari, Steve Siegelbaum, Lynn Jennings Taylor and Andi Argast

**Present: Ex-Officio:**

Ginger Allen, Ray Cox, Alan McCollough, Susan Jones

**Absent:**

Honorary Board Member Kay Bangs, Dedria Cruden, Jim Hicks, Paul Moeri, Mike Pasquale, Marc Puntereri, Julie Tome

**Index of Motions and Board Votes**

**171 Motion** to approve June 12, 2018, Board Regular Meeting Minutes

**Board Vote 171**

- **Resolution motion:** Motion to approve the June 12, 2018, Board Regular Meeting Minutes
- Moved by Joe Scodari, seconded by Randy Light
- Resolution passes: unanimous

**Opening Comments:**

Board Chair, Jim Collett, opened the meeting at 15:30 pm and welcomed all attendees with particular attention to Board members who have been traveling to places near and far during the summer months. Mike Hall read the Mission Statement, and John Anderson followed by reading the Vision Statement.

**Management and Standing Committee Reports:**

**Executive Director Report   Raymond Cox, MD (Please see separate report)**

As the clinic has done in the past, each summer Volunteers in Medicine hosts students from Notre Dame. Dr. Cox shared especially poignant observations that one of the students included in her final project. Her comments speak to the heart of VIM's culture:

*".....VIM's culture is unique because it isn't just a medical clinic--- it's a place where all are treated with dignity and like family. We regard each other with the utmost respect and show compassion for their well-being. We try to connect with others and consider the other's needs. This, to me, is kinship." (Meridith Balbach, 2018)*

In recent months the need for technology upgrades as a critical quality improvement component has been increasingly obvious. With this in mind, the initial hardware and wireless upgrades are now in place. The first Technology Committee meeting was held in July with considerable focus on how best to secure our environment, beginning with the all-important fundamental steps of protecting patient privacy and confidentiality. Demetra Ladson has been hired as the full-time Electronic Medical Records Support Manager, a position funded for the next three years by an anonymous donor.

Of special note, a very generous donation from the Heberton family in Bill's memory will be used to offset lab costs. (Note to our new VIM Directors.....Prior to his passing, Bill was dedicated to the Mission and Vision of VIM, serving first as a clinic volunteer and more recently as a member of the Board.)

**Development Committee   Ginger Allen, Development Director (Please see separate report)**  
**Ric Gorman, Marketing Committee Chair (Please see separate report)**

In Dedria Cruden's absence, Ginger updated the Board concerning Development's considerable and ongoing activity. This presentation was done in conjunction with Ric Gorman, recently named Chair of the Marketing Committee. (The need for a Marketing Committee, as a subcommittee of Development, was discussed during the 2017 Fall Retreat and formally established recently.)

According to Ric, Marketing will work closely with the Development core team, creating and building on stories that capture the work of the clinic. These stories gleaned from patients and volunteers will be fundamental to the process and will be "tweaked" based on the audience. Building an "arsenal", a toolbox of testimonials, will be key.....e.g. Why are our volunteers so passionate about VIM? Answers to questions such as this are impactful and will be shared with current and potential donors and the media. Within the next week or two, Marketing will be circulating a questionnaire to existing donors in an effort to get a baseline profile. Attention will also be directed toward the digital platform with an immediate goal of updating....ultimately redoing....our website and Facebook profile. At this point, we are fortunate to have Kayla Westerbaan, Development Coordinator, who has the skills and interest required to keep the website content fresh on a daily basis.

Ginger commented that she is very excited about Marketing's efforts, which are shaping up to be a wonderful compliment to Development. The Gala update is very positive, and the Co-Chairs are actively working on making it a terrific event. With only a handful of tickets (out of a max of 450) left and \$68,000 (toward a goal of \$100,000) in committed sponsorships, the event promises to be special and very worthy of our 25<sup>th</sup> Anniversary celebration. Linda Meir, Co-Chair, added that the auction items are incredible and unique. The surgery program will be the beneficiary of Fund-A-Need with a goal of \$200,000 to address the waiting list.

Ginger updated the Board on several key happenings in Development. Specifically:

- The Latino Food Festival (formerly Latinos Unidos) will be held on September 30<sup>th</sup> at Shelter Cove. \$10,5000 in sponsorships is committed already. Last year, the event raised \$35,000 to benefit VIM.
- Companies Who Care, employers whose employees are frequent users of clinic services, are embracing the concept and eight are presently committed in some fashion. SERG, for instance, will host a Derby Day Party on May 4, 2019, at the Poseidon Rooftop Bar and will be covering all food and beverage expenses at that event. Particularly in the Companies who Care program, it is extremely important to have clinical metrics to measure and show how we have positively impacted their businesses.
- The 2019 VIM Pro-Am Golf Classic will be held on March 11<sup>th</sup> at Berkeley Hall. Tom Brettingen, Tournament Chair, said he is happy / relieved to secure such a fine venue as there were options in 2020 but until recently none had surfaced for this coming year.
- Expectations are high for the Annual Appeal. Lynn Jennings Taylor asked if there are concerns that changes in the tax code will impact charitable giving. As of right now, a definitive answer to this question is unclear. According to Ginger, we have adopted a "wait and see" mindset.

**Finance Committee Joe Scodari on behalf of Paul Moeri, Chair (Please see separate report)**

In Paul Moeri's absence, Joe Scodari chaired the most recent Finance Committee meeting and provided a summary to the Board. He reported this has been a very, very strong year, one where expenses have been well managed, revenues have been robust and critical investments have yielded excellent results. Patient donations (in lieu of the patient fee) are encouraging, still tracking at approximately 63% of the loss of patient fee income and remain above earlier projections. Susan Jones advised the Finance Committee that the annual audit process experienced an initial delay due most likely to the turnover at the audit firm. This should not be an issue in the long term as the ultimate delivery date is year-end.

In his role as Strategic Plan lead, Joe commented on his personal satisfaction with the process to date. The symmetry between the working group members.....Board and staff ....has been outstanding. He remarked how the staff has embraced the process wholeheartedly, a very significant factor in Plan roll-out and implementation. The book “ROI for Nonprofits – The New Key to Sustainability” (Tom Ralser), a must read for the working group, has served as an invaluable resource. Now and in the future, it will be a vital guide to the Marketing area to help in preparing the story and ultimately effectively communicating what VIM does on behalf on the community. According to Joe, this book is very much a part of the vernacular for any large nonprofit.

**Governance and Planning   Mike Hall, Chair (Please see separate report)**

Mike commented on the actions and activities of G & P. He asked each Board member to complete the Board Skills Matrix, a self-assessment tool that has two functions: 1) to assist in identifying skills for new Board members and 2) to help with the process of Committee placements. Developing a “bench” of potential Board candidates is an ongoing effort of G & P. To this end, Mike encourages current members to bring forward names of any individual whose background and interests may be compatible with VIM’s mission and vision. Bylaw revisions, including changes ensuring all references to committee chairs and officers are gender-neutral (e.g. Jim Collett, *Chair*), have been completed. Conflict of Interest forms were distributed, completed and returned to G & P at the close of today’s BOD meeting.

The committee finalized the New Member Board Orientation agenda for the session scheduled on August 13<sup>th</sup>. (Note: Shortly after this BOD meeting, the Orientation was postponed due to scheduling conflicts of several participants.) Plans are currently underway for the annual offsite meeting / retreat on October 9<sup>th</sup> to be held in the community room at the Hilton Head Library.

Lastly, Mike and Susan Jones are working on an updated compensation review.

**Executive Committee   Joe Scodari on behalf of Andi Argast (Please see separate report)**

No additional comments.

**Dental Clinic   Rob Lindsey, DDS, Dental Department Director (Please see separate report)**

Rob advised the Board that the summer’s dental student rotations were well-received by patients and staff. The rotation program is facing a housing / lodging challenge in the coming year when the dental department will rely on “hosted accommodations” instead of VIM’s rented facility used in the past. Prior to the arrival of the January 2019 MUSC students, the Dental Clinic will be asking for help from volunteers who may be willing to provide housing. Rob continues to report on the positive impact resulting from protocol changes. For instance, in July 2016, 56 no-shows were recorded vs 25 in July 2018.

Rob expressed appreciation for Development's assistance in securing several grants for much needed equipment improvements and replacements. With more than 9,000 active patients and an increase in the number of daily emergencies, the availability of quality equipment (handpieces in particular) is essential.

Rob closed his report by commenting on the increased partnership with the medical team. He cited an example of a teenager seen initially in the Dental Clinic and referred to the Medical side after examination for additional work-up. The coordinated care ensured the patient received timely, comprehensive treatment.

**Executive Medical Committee Steve Siegelbaum, MD, Chair**

No report at this time as this committee meets quarterly with the next meeting scheduled for 9/11/2018.

**Technology Committee John Anderson, Chair (Please see separate report)**

John and committee member, Joe Buckingham, updated the Board concerning the inaugural July meeting. Understandably this is the time for the group to get its arms around the IT environment. There is much to be done.....with considerable focus regarding the steps necessary to ensure adherence to HIPAA guidelines. To this end, the large number of volunteers adds a significant level of complexity to this effort. Improvements for the new medical records space was expected to be completed in early August.

Per Joe, it is important to remember "technology follows the business. We need to know what has to be done and we can figure out our (the committee's) next steps from that point."

**New Business**

No new business was discussed.

**Adjournment**

The general session was adjourned at 16:30 p.m.

**EXECUTIVE SESSION**

Jim Collett, Chair

During a very brief discussion, the Board acknowledged our good fortune to have such an outstanding staff all of whom are dedicated to the founding principles of VIM. We need to ensure the workplace remains competitive today and in the future.

The Executive Session was adjourned at 16:45 p.m.

Reviewed and Approved by  
Jim Collett, Chair

Respectfully Submitted by  
Andrea J. Argast, Secretary  
August 18, 2018