

Resolve New England, Inc.
Meeting of the Executive Committee
Oct. 10, 2023 at 5 p.m. EST

An Executive Committee meeting of the Board of Directors of Resolve New England, Inc., a Massachusetts nonprofit corporation ("RNE"), was held by Zoom at 5 p.m. EST on Oct. 10, 2023.

Upon notice duly given, the following Directors were present by Zoom or phone:

Board President - Jennifer Redmond; VP - Chrissy Hanisco; Treasurer - Lisa Rosenthal; Secretary/Clerk - Mary Zanol

Invited guests also present during the meeting were Executive Director Kate Weldon LeBlanc and Board Fellow Nick Greco

Attendees at the meeting could hear, be heard and speak with each other throughout the meeting.

- Welcome: Jennifer
- Treasurer's Report: Lisa/Kate
 - Checking Balance: \$15,538
 - Savings Balance: \$89,416
 - Feeling good about finances; Walk was a major success and EOY fundraising hasn't started yet
 - Lisa & Kate have their treasurer's meeting on 10.11
- Update on Naming Project: Kate
 - Board members had agreed at last full board meeting to review the current running list of 400+ names, split up among the group and decide which to toss/keep
 - Kate reviewed the list again and there are a number of names that could probably be removed; it is a true 'brainstorm' list
 - There is a digestible number of names that are decent that Kate/Emily will put into a google form to get feedback from the select board members who volunteered – to get feedback on the same set of names (vs. all reviewing different names)
 - No more than 20 names and potentially fewer
 - Would like to circulate google form by week of 10.16, for completion within week
 - Mary/Jill/Meredith/Lisa/Alexis agreed to participate
 - Next steps after that are TBD, pending the feedback – ideally one to two names could be shared with the full Board by or at Dec. meeting
 - Still the objective to choose the new name by the end of the calendar year and then use the new year for the process of changing the organizational name
 - Podcast will also launch in 2024 with new name
 - All 2023 walk materials utilized walk logo and language rather than Resolve New England, so they can have longer "shelf life"
- Nominations Committee Update: Jennifer
 - Jennifer will reach out to everyone whose term is ending in 2024 and up for renewal to confirm they want to renew and serve another term

- Big focus going forward will be succession planning as some officers transition out of positions
- Will meet several months in a row in the beginning of the year to prep for the June annual mtg
- Any Board member is welcome to let us know about any potential nominees

• Walk Recap: Kate

- Kate extended a big thanks to Emily!
- Reviewing costs and planning for 2024. **Next year is 10th anniversary.**
 - Warren Conference Center costs more but we didn't need the outside vendors that we needed at Endicott (\$7K total for venue)
 - Same venue next year? We likely need to decide before the next full Board mtg
 - Oct. 6 is proposed date for 2024
 - EC is in agreement to keep venue. Kate will reach out to Warren to check on 10/6/24.
 - This year we also hired Saphier Events after setting this year's budget since strategic plan had recommended hiring outside consultants for some things since we cannot have a staff person for roles like event planning (\$10K cost)
 - Walk costs were about 2x over last year; last year we spent about \$12K and this year we spent \$20K+
 - Our gross revenue this year was also ~\$30K+ more
- Discussion about whether we want to use event planners again next year. Kate's recommendation is yes; although they didn't have success bringing in new sponsors, which was one goal of theirs – so they covered the DJ cost as a make-good (could build this into contract next year; could also use a sponsorship commission structure and lower base fee)
 - They encouraged us to increase sponsorship levels though, which did help us raise more money
 - Event planners also elevated the event in a whole new light from an optics perspective
 - Though we don't need to decide immediately (we hired Saphier early in 2023), Lisa suggested we give them more time to plan and make the decision sooner and EC agrees
 - EC recommends that RNE move ahead with Saphier; don't need full Board approval for event planner
- \$45K raised was from peer-to-peer fundraising! And Board really stepped up with fundraising
- Feedback from Chrissy: felt a bit less welcomed when checking in, although great that Emily/Kate/the committee could be moving around
- Lauren Delaney (top fundraiser) will be co-chair next year
- DraftKings is a potential new sponsor next year via Aaron Styer contact
- 216 people were in person, slight increase from last year

• Conference Update: Kate

- Keynote speaker: Missconception Coach - <https://www.instagram.com/missconceptioncoach/>
- Will get landing page populated with what we have confirmed thus far and keep adding to it. Registration is open!
- Free for people trying to grow their families and only \$23 for anyone else
- Keynote will also promote on her social media
- Workshop on all the acronyms used in the IVF world – Kerry will host with a Boston IVF doctor

- New Business: Lisa

- Recently met a nonprofit consultant who is writing grants; he suggested that AI works well for this – he is using it as well (he brought in \$2M for a nonprofit last year using AI for grantwriting)
- Two other nonprofits have also told Lisa they're using AI for grants and succeeding
- To discuss further how much we want to use AI; many have mixed feelings
- Could add to agenda for Dec. board meeting and/or add to Governance committee agenda.

Meeting adjourned 6:03 p.m.