

Resolve New England, Inc.
Meeting of the Executive Committee
April 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 April 10, 2022.

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

Board President - Jennifer Redmond; Vice President - Chrissy Hanisco; Treasurer - Lisa Rosenthal;
Director - Lauren Wilson

Invited guest also present during the regular meeting was Operations Manager Emily Lindblad.

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

1. Treasurer's Report - Lisa

Currently RNE has \$16,257 in Checking account and \$72,913 in Savings. This year we're looking for different sources and hopefully bringing money in from new places.

Grants:

- Lisa has new a contact at Ferring that she plans to share with Kate.
- Kate submitted \$30,000 grant for EMD Serono and is feeling confident.
- RNE is working with Tracey Merrill through the end of April.

2. Strategic Plan Discussion - Jennifer

Now that RNE has an approved strategic plan, we need to get an action plan in place.

Organize into board vs. staff vs. committee-led project plans.

What do we want to prioritize?

- Name change should be one of the first things tackled
 - Rebecca proposal looked good, she can get started upon payment
 - What will the timeline look like?
 - How will large events (walk, conference, etc.) be impacted by the name change, should we be looking before/after?
 - Need support around not only actual name change but also the roll out plan
 - "formerly known as" period
 - Behind the scenes support (web, logos, etc.)
 - Doing this as part of a celebration - mark 50th, gala or some other event
 - Sponsors for name change? Diff. levels for financial support, buy in from orgs who traditionally support us, slower roll out (may not even share the name) but share the process to get partners

- Who is primarily responsible? Ad hoc committee? Marketing committee? Stakeholder involvement - peer leaders, focus group, involve circle of support? Advocacy partners?
- Lean heavily on strategic planning notes, etc.

There was discussion about in-person conference being a big undertaking, does RNE have enough time/bandwidth to do this and name change together?

RNE NEEDS TO KNOW ASAP before we sign contract w/Newton Marriott. Already hired event planner.

- Challenges to in-person, how do we get a broader reach?
- How do you promote resources before the journey? <- target that demographic
- Conference more about next steps vs. edu around immediate path
- Need for conf committee, how do we prioritize the patient?
- Accessibility, planning can be difficult
- Maybe it becomes a retreat, less of an edu focus
- Conf for practitioner/pro development and new retreat event for patients?
- Is hybrid an option? May be too expensive
- Are we holding onto an outdated model?
- Can we do an event the night before in-person and then broadcast day of activities for attendees?
- In person with dual tracks for professionals vs people building their families
- Do we need to take a step back and re-evaluate?
 - what is our target audience?
 - what does accessibility mean?
 - what is our end goal? Patient ed? Support? Pro networking/development? Net revenue?

Next Steps

Still do hotel site visit this Thursday but don't sign contract.

Follow-up meeting ASAP

Meeting adjourned at 6:07 p.m.