

Resolve New England, Inc.
Board Meeting
June 3, 2023 at 9 a.m. EST

A meeting of the Board of Directors of Resolve New England, Inc., a Massachusetts nonprofit corporation (“RNE”), was held in-person at The Verve Hotel Natick on June 3, 2023.

Upon notice duly given, the following Directors were present:

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

Directors – Catherine Tucker, Jill Kniebel, Meredith Wheeler, LaMone Downey Leonard, LeeMichael McLean, Aaron Styer, Dana Solomon, Kerry Kavanaugh, Preety Sidhu Adler, Lauren Wilson

Invited guests also present during the regular meeting were Executive Director Kate Weldon LeBlanc and Operations Manager Emily Lindblad.

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

A. Welcome and Introductions: Jennifer

B. Board Business:

- Chrissy, Lisa, Kerry, Jill, Dana and LaMone all up for renewal for another two-year term
- Aaron made a motion to approve the slate and Lee Michael seconded; all in favor
- Catherine is leaving the RNE Board after 10+ years; will remain on the advocacy committee; Kate shared a few words about Catherine’s long-term commitment to RNE (prior to everyone else currently on Board); Meredith will now chair the advocacy committee. Kate presented thank you gift to Catherine.
- Conflict of Interest Disclosure Statement: already approved by Board so directors should sign today; any questions – ask Chrissy (Chair of Governance committee and attorney)

C. Approve Minutes from March 2023 Board Meeting:

1. March 2023 Board Meeting Minutes: **Mary made a motion to approve; Chrissy seconded; all in favor; none opposed**

D. Discussion and Vote on Confidentiality Agreement: Chrissy Hanisco, VP

Draft Confidentiality Agreement: Have put this together with the support of our attorney; everyone involved with RNE will sign this to acknowledge they will learn confidential information and it should not be shared (i.e. financial reports, donor names). You’re obligated to maintain this confidentiality; agreement also addresses what you should do when you leave the Board with any info/documents you have stored.

- There is an obligation to delete all, upon completion of your service; trusting people to do the right thing
- Now that all is housed on the website/in the cloud – you don’t need to save all of the emails and attachments
- Recommendation to no longer save it all

- LeeMichael inquired about sections 4 and 5 (Data security)– we don't need extra levels of security, but being reasonable, i.e. not leaving a laptop out openly and accessible.
- LeeMichael addressed that we don't have an RNE email address so we have to access from our personal emails and cannot control access to that, and also cannot necessarily be inspected by RNE.
- Do we need the "Right to inspect" provision? This may not be necessary. Also, Dr. Styer could not agree to this due to HIPAA regulations.
- Kate recommends we remove provision five (v.) and vote on an amended version.
- Lisa raised that she receives emails at two email addresses; she will switch to one primary email with more security. She also has the privacy issue of her work email due to HIPAA.
- Recommendation that Board members should ideally *not* use work emails since it's not prudent – could be terminated, could be deleted or viewed by the organization, etc.
- Board members can receive dedicated RNE email addresses, which would solve some of these issues. Board is in support of this idea of having RNE email addresses.
- Lisa proposed holding on finalizing and signing this until we can all have RNE emails.
- LeeMichael made a motion to strike provision five (v.); Preety seconded; all in favor; none opposed.
- Suggestion to add language of minimum-security expectations since most people cannot guarantee the 100 percent security of their emails.
- Chrissy proposed that provision four (iv.) should be amended to "a minimum expectation of reasonable measures includes password protection for electronic devices"
- Can revise and run by our attorney; will need to table and sign at a future date/meeting

E. Treasurer's/Finance Committee Report: Lisa Rosenthal, Treasurer

1. Full finance committee report [here](#)

- Last June our bank balances were Checking \$12,971 and Savings Balance \$81,904 so we are definitely behind last year, even with receiving EMD Serono.
- RNE currently has \$11,751 in Checking and \$51,914.08 in Savings. We are anticipating \$35,000 in funding (\$30K from EMD Serono and \$5,000 from Cryoport) this month.

2. [Q1 Budget vs. Actual](#): click on link here to review

3. Now have a committee of four (Kate, Lisa and two committee members)

4. Meeting quarterly to review budgets and unexpected income or expenses

5. Over \$200K last year and will need to go through the financial review process again this year as we'll be over that mark again; budgeted for the review (\$7500 cost)

6. Expect it to be easier and less time-consuming this year

7. Audit threshold is \$500K

8. Aim to keep a reserve of \$75K – about three months of expenses; aim for six months long-term

9. We are under three-month amount now but expecting funds to come in. Lower-cost space for in-person board mtgs in future with new office space, too. Keeping storage unit in Waltham. Moving to new Regus office on Aug. 1.

10. Getting budget done much earlier now than in years past.

11. Hoping to grow in area of grants. Applying for Cummings Foundation grant again. We don't have a grant-writing committee, but if anyone sees any opportunities to apply for, the Board should share the opportunity. Kate will create a shareable document of everywhere we do apply and also wish list

– then Board members can advise if they know anyone at those organizations. Also share any connections you may see or have!

F. Strategic Plan Overview: Jennifer

- Explore paying peer leaders, collaborating with organizations with aligned missions, explore resources for generating our own content like an on-demand content library, podcast, calendar of pro members events/offerings, respond to requests for insurance consultations, produce events & conferences to share experiences. Podcast is on hold until new name launch; record multiple episodes and launch before EOY.
- Strengthen our broader community through partnerships with community-led organizations – collaborate on programming to expand our reach and support the growth & networking of family building professionals
- Advance & protect family building for those who need it; this is advocacy, advancing legislation, opposing legislation, family building policies
- Build capacity and sustainability of organization; expand marketing across New England; expand capacity for event planning; competitive salary and benefits; annual work plans with the strategic plan; capitalize on upcoming anniversaries; rename the organization; create and strengthen our SOPs – a lot of this work is underway
- Conference this year will be virtual again as we determine the best way to support the community
- Preety asked about what goals are PER YEAR and what metrics we are trying to meet
- Jill inquired if we're meeting enough to see these things through in a timely manner; Kate reminded that EC meetings are open to full Board (although not required)
- Kate agreed we need truly measurable goals and to prioritize
- Name change is prioritized first since other things are on hold until we do that
- Although no capacity to grow staff at this time, we have added support like social media consultants and event planner for Walk
- Committee meetings can also be more effective with action items afterwards
- Project plan may be developed that would be accessible to everyone and can identify where board/staff/committees can be involved
- Realistically, name change may be one of the main goals that is completed this year and other items may need to remain on hold (besides fundraising)
- Further discussion of committee roles and more tactical assignments for them to support staff and what Kate/Emily need

G. Discussion of Name Change: Kate Weldon LeBlanc

- Process thus far: strategic plan approved in March; started working with consultant (Rebecca) in April to lead process and she has done a number of name change projects
- Priority is for name to be as inclusive as possible and differentiate from national RESOLVE
- Easily searchable and descriptive name; inclusive and broad (not just about infertility or fertility – some people may choose adoption, LGBTQ community, secondary infertility, etc.); reflect community nature of org
- Series of follow-up meetings to grow group to brainstorm names, adding Jennifer
- Have shared with some stakeholders like support group leaders, board members, Walk Chairs etc.
- Generated list of 280 names (!) – but none resonated a lot

- Now at short list that was shared in the email survey
- Color scheme, logo, font will hopefully stay the same – so helpful to look at some mockups as finalists
- Survey results that Board completed last week:
 - All in agreement that we don't want to have New England in the name; strategic plan affirmed that we are focused on New England, but not limited to New England
 - For advocacy: definitely New England only from a capacity perspective, but other resources extended outside of the region
 - Purpose was to narrow down to top four name options to show as mockups, but we're not deciding on the name today
- From a search perspective – do people search for “family building”? Clinicians use other words... will likely need a SEO approach. Content on website can help with this.
- **TOP FOUR NAMES:**
 - Family Building Community (*‘boring’ name, but easiest adjustment, especially visually to FBC in place of RNE; logo does not have to be the acronym only*)
 - Family Building For All
 - AllPaths Family Building (*AllPaths reflects that everyone’s journey goes in different directions; inclusive of all, even if they decide to not be a parent*) or All Paths (*made one word to save space*)
 - AllPaths (without Family Building as another option)
- Catherine and LeeMichael expressed concerns about the complicated nature of Adoption and how that plays into Family Building. Also, not everyone is building a family if they choose to not have children. Kate often uses “trying to grow their families” in conversation, but this is too long for an org name.
- More evocative name and less concrete?
- Mission will remain the same with family building – even if family building is not in the org name.
- Next steps: comments will go back to consultant for feedback. Board can also email thoughts/ideas or schedule calls with Kate.
- **Originally we were trying to select a new name in summer and announce at walk on 10.1; conference to be branded with new name**
 - However, will not rush if we aren't all in agreement or in a good place this summer
 - Lisa suggested that we set a hard deadline of EOY to avoid going into 2024
 - Rebecca's contract will need to be extended if desired

H. Committee Reports by Chairs (5 minutes each)

1. Nominations Committee: Jennifer: **referred us to the board packet online, in interest of time**
2. Governance Committee: Chrissy: **report is online; moving slower than hoped but mostly because of other pressing issues. Main thing is that it has to be made up of directors and not non-board-members. Catherine cannot continue to serve, so it's Chrissy and new director Alyssa. One more member would be ideal. Member does not need to be an attorney. Meets quarterly. Kate suggested LeeMichael and he agreed to join the committee (will leave Marketing). Next doc to tackle will be social media policy**
3. Advocacy Committee: Catherine: **Meredith is taking over as chair. Catherine stepping down to vice chair because chair needs to be board member. Self-advocacy programs; aiming to apply for ASRM patient advocacy grant and create self-advocacy video library, especially as it pertains to insurance queries throughout New England. Strive to always have at least one member from every state on committee.**

4. Marketing Committee: Aprill: **Aprill not present at meeting. [Report online](#). Kate suggested that the biggest thing RNE needs is tangible help supporting walk and virtual conference to drive attendance. With it being virtual and free again, the conference should be able to have a large reach. Can explore more advertising in clinics. Also encourage reposting/sharing of RNE social content.**

5. Development Committee: Dana: **New member of committee with Lisa Burzduk from Wayfair. Working with Tracey Merrill on grants/grantwriting/mentoring. She is a specialist and will continue working with her – worth the investment to bring in more grants. Bigger gathering to celebrate 50th in 2024 – in discussion. Reminder of give/get commitment of \$1K for each member of the board; looking for 100 percent participation. Also encouraging full participation from Board in the Walk (at a minimum, all need to register!)**

I. Walk and Conference Discussion: Kate – **moved this to last item on agenda after fundraising exercise**

- Walk financial goal is \$65K; name will remain Footsteps for Family Building
- # of people goal? TBD. Note: children don't need to be registered this year but we will still count them.
- Can participate virtually or in-person
- Walk is part of give/get! Even small asks for \$5 can add up
- Sponsor opps also available; reached out to Dunkin' and not making many inroads
- Conference is Nov. 18 and fully virtual. Please help us promote it!
- Also addressed both walk & conference in above committee discussions

J. AAA Fundraising Exercise: Dana (30 minutes)

- Purpose of exercise is to identify different ways to engage with fundraising; it's not just about asking for money; how can we best help Kate and Emily
- Why is board participation so important in fundraising – one of the top 3 things we do: it's the multiplier effect. We all have community and personal connections to amplify the message.
- Data shows that when we are more engaged and invested in the work of the org, we also feel more fulfilled.
- AAA: identify things we will do as an AMBASSADOR, ADVOCATE, ASKER.
 - Every member of the Board is an Ambassador, then grow to be an Advocate and Asker as the next steps as they grow.
 - Ambassadors build relationships.
 - Advocates more strategically make the case, recruit others in.
 - Asker to ask for funding.
- Evaluate how confident we feel bringing people in. Most directors will be in one or two of these categories.
- Not everyone has to 'ask' for money; we can find our own confidence zone.
- Everyone identified themselves as Ambassadors and Advocates; smaller number identified as Askers.
- Any tools or training? Elevator pitch for all to have/revisit.

Meeting adjourned at 12:01 p.m. – LeeMichael made a motion to adjourn; Kerry seconded. All in favor; none opposed; none abstaining. OPTIONAL Complimentary Professional Headshots to Follow Meeting