

Resolve New England, Inc.

Board Meeting September 11, 2023 at 6 P.M. EST

A meeting of the Board of Directors of Resolve New England, Inc., a Massachusetts nonprofit corporation ("RNE"), was held via Zoom on September 11, 2023.

Upon notice duly given, the following Directors were present:

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

Directors – Jill Kniebel, Meredith Wheeler, Aaron Styer, LaMone Downey Leonard, LeeMichael McLean, Dana Solomon, Kerry Kavanaugh, Lauren Wilson, Ben Lannon , Alyssa Scruggs, Alexis Goulette

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

Not Present – Preety Sidhu Adler, Aprill Lane, Board Fellow Nick Greco

Note – Lisa had to depart early at 7 p.m. EST

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

A. Welcome and Introductions: Jennifer

B1. 6.3.23 RNE Board Meeting Minutes (linked)

- Chrissy made a motion to approve, Jill seconded, all in favor, none abstaining or opposed.

C1. 8.31.23 DRAFT RNE Confidentiality and NDA Agreement (linked): Chrissy

- Main discussion last time was about the storage of information and how to keep that confidential, and allowing RNE to review your computers (which has since been eliminated from the draft policy)
- Another big topic was emails & whether all board members should have our own RNE emails, and now we do
- No agendas, minutes or financial reports need to be saved either because everything is now on the password-protected website
- When your term comes to an end, if you do have anything stored, delete it - use prudent, reasonable standards (using password protected devices, not looking at RNE docs on public WiFi, etc.)

- Brackets in first paragraph: may not be needed or signator can circle which one they are
- LeeMichael made a motion to approve, Mary seconded, all in favor, none abstaining or opposed
- All Directors need to sign the document; plan will be to do so at the walk on Oct. 1
- Other arrangements will be made for those who aren't able to attend the walk

D1. RNE Finance Committee Report August 2023: Lisa

- Full report linked above
- Current status is \$9,416 in Checking and \$61,915 in Savings.
- Try to keep reserve of at least 3 months on hand (~\$75,000); long-term goal of keeping a 6-month reserve of funds
- Walk fundraising is expected to continue to do well
- Ferring grant of \$15K for remainder of 2023 with invitation and encouragement to apply again early in 2024
- Financial review underway now and due Nov. 15th
- Will source conference sponsors in Sept.
- Will meet again on 11.1 to focus on 2024 RNE budget, to solidify budget before 2024 begins

D2. Noms Committee Report September 2023: Jennifer

- Next meeting is 9.20 to discuss 2024 strategy
- Need to discuss succession planning for some of the Board leadership and will develop 2024 meeting schedule
- All other info in board packet

D3. Governance Committee Update: Chrissy

- Last meeting was the first for Alyssa, Preety, LeeMichael
- Next project is for social media do's and don'ts - these will be guidelines/things to keep in mind document vs. a policy to sign
- This includes sharing existing posts, creating posts, and tagging
- Five meetings this year vs. four to get caught up with goals

D4. RNE Advocacy Committee Report August 2023: Meredith

- Summer hiatus for committee while New England was slower legislatively
- Resuming meetings in October with a slate of what we hope to accomplish in coming year in each New England state
- CT: no coverage for fertility care in HUSKY Health and limited or no coverage for LGBTQ+ community
- ME: infertility mandate law takes effect in Jan. 2024
 - Awaiting language; Kate may follow up in the next few weeks

- MA: long two-year legislative session; effort to pass fertility preservation, improve access to coverage for LGBTQ+, pass the very important parentage act.
 - Most haven't gotten hearings yet; a lot of bills are filed but may not get hearings and many don't pass
 - Lobbyist is helping with fertility preservation; Leukemia & Lymphoma Society is paying for this; hoping for hearing in Oct. or Nov.
 - MA Parentage Act: behind-the-scenes work continues
 - Lots of hearings anticipated in Oct. and Nov.
 - Brandeis intern will support testimony writing again this year
- NH: fertility mandate passed a few years ago; continuing to try to proactively make the law more inclusive and to be implemented properly and correctly; looking to protect reproductive healthcare. There may be a cost study underway for the portions of the infertility law that could make it more inclusive - determining how much this will cost and if legislature will study or not
- RI: existing fertility law is not particularly inclusive; trying to improve
- VT: does not yet have a fertility insurance law. Will continue to advocate for that & keep moving it forward There is a bill that is in the pipeline that would require private insurance and Medicaid plans to provide fertility coverage. Momentum to get this passed
- More activity leading up to the legislative session. 1st quarter of 2024 will be very busy.

D5. Marketing Committee Update: Lamone

- LaMone Downey Leonard is new chair of committee & committee has expanded, along with two peer leaders
- Main focus will be working on organizational name change. Monthly meeting to complete tasks to this effect.
- Current mission: ISO five volunteers to do small videos. Content library with one person being featured per month. LaMone, Emily, or one of the social media management vendor contacts will sit down with them to help create the video, if needed.
 - **Alexis, Jill, Jennifer, Dana and Kerry are in!**
 - **LaMone will contact them within the next two weeks.**
 - Video ideas and sample scripts:
<https://docs.google.com/document/d/17eYB3UWdwOYtm60ZA3cayldQLxeY89WX/edit?pli=1>
 - "Raw" video can be created by board members & texted or emailed to Emily and then she'll work on the editing with the social media co. to create Reels and repurpose for other channels.
- Social media company may be able to do a workshop/tutorial for the board

- Deadline: Goal to have the content library by 10.31; board is encouraged to create videos even before the training

D6. RNE Development Committee Board Report September 2023: Dana

- New member added to committee - Lisa Burzdak. We will get to meet her at the Walk. She's eager to help.
- Letter of intent submitted to Cummings Foundation
 - They also did onsite visit in Concord, and Dr. Styer joined via Zoom
- Walk, Conference and End-of-Year Campaign are a focus through end of 2023
- Standard doc being developed for EOY Campaign. Open to themes, hashtags and taglines for this
- Development committee meets every other month; Dana and Kate meet in between
- Giving Tuesday plans also in development

E. Discussion of Name Change: Kate Weldon LeBlanc, Executive Director

- Need to change due to continued confusion with national Resolve; effort to make new name as inclusive as possible
- Had been working with Rebecca Moore on the process (did not work with her over the summer while focus was on office move)
- No consensus on the four presented at June board meeting
- Current brainstorming list is over 400. (The four names from June remain on list.)
- Have also tried AI/ChatGPT - but no great results from it
- Affirmed at the June board meeting that this is too important to rush. Name change will not be in place for walk or conference.
- Goal to pick new name by end of the calendar year and be implemented in Q1 2024, with full communication plan.
- Resuming process now. Would need to renew contract with Rebecca if we want to continue working with her.
- Brainstorming list to be revisited; Alexis can review as a fresh set of eyes
- Some support group leaders and walk committee members have shared input.
- Proposal from another member of the community (Fruitful Fertility founder) who suggested she could decrease list down to 10 names - TBD. Also open to keeping within the Board and RNE leadership.
- Possibility to keep RNE abbreviation but change acronym/what it stands for, *without* Resolve - OR- make name RNE as the 'full name' without it officially standing for anything else?

- Jill suggested splitting up the full list of 417 among the Board to review and everyone narrows down to top two as an effort to narrow down further.
Mary in agreement.
 - Jill/Meredith/Mary are willing to review and help cull down the list
 - Kate/Emily to trim down the larger list a bit before sharing with the Board group for review
 - However, *new* names can also be added to the list if someone is inspired when reviewing
 - Ben suggested something to do with a CRANE
 - Goal to have this process completed by the next EC meeting in October (since next full Board meeting is not until Dec.)
 - Things like new letterhead for the new office, podcast, etc. are on hold until finalized.
- May still remove New England from the name, since with the virtual offerings we now serve beyond the region

F. Discussion of Walk and Board Members' Role: Dana

- Oct. 1
- 90% of the way to our goal
- We expect all board members to participate, share socially, send direct emails to family & friends - encourage everyone to think about this in the next couple of weeks for the final push (walk is 3 weeks away, please help me get to my goal!)
- Give-get of \$1,000 each year: the Walk is a good opportunity to make use of that towards giving goal for the year to bring in dollars from other people - all walk donations contribute to this
- Everyone has causes that are important to them, but we ask everyone to prioritize RNE
 - Suggestion to reach out to friends who have gone to you over the past year or who are involved on other boards and volunteer actively
- Alexis suggested looking into corporate employee match programs as well
- Every board member except for one or two have signed up for the Walk! Would like 100% board participation.
- "Why We Walk" compilation video again this year - please send either a photo or a video to admin@resolvenewengland.org before September 25th

G. Conference Update: Kate

- Nov. 18 - virtual again
- Speakers can pre-record and attendees can access for 30 days after - so it provides more flexibility

- Free last year for those who were trying to grow their families; professionals asked to pay \$23
- We should be able to attract a registration of over 300 if marketing is successful
- Using Accelevents again; schedule in development
- Virtual exhibitors and sponsors being signed up
- Kate/Emily will reach out in a targeted way about posts for us to share + spread the word to drive registrations
- Lauren suggested developing videos specific to the conference; Kate also has quotes we can use
- Keynote speaker is TBD; may have a few different keynotes this year
 - Kerry will try to find contacts who know Maria Menounos

Final Questions:

- Podcast on hold until the name change

Meeting adjourned at 7:55 p.m. – LeeMichael made a motion to adjourn; Ben seconded. All in favor; none opposed; none abstaining.