

**AMERICAN FRIENDS OF ALYN HOSPITAL
BOARD OF DIRECTORS MEETING**

Monday, October 13, 2015
New York, NY

ATTENDEES:

BOARD MEMBERS

Joanne Blye
Minette Brown
Arnold Goldbaum
Wallace Lehman
Robert Pike
Isaac Sutton
David Tarica
Howard Weber

STAFF

Maayan Aviv
Cathy Lanyard

Isaac called the meeting to order at 4:15.

He welcomed everyone and announced that Marge and Arnie are resigning as board members. Arnie feels the time has come to let the younger generation get involved. Minette thanked Arnold for his service and reminded everyone how instrumental he was with creating and growing the endowment.

David thanked Marge who was the one who first spoke to his wife Michelle about ALYN and told everyone how grateful he was for Marge's personally introducing him to ALYN.

Cathy thanked the Goldbaums and wanted everyone to know how appreciative she is of all their decades of support and especially for their staying the course during the very difficult times in 2013.

Joanne made a motion to accept the minutes of the June meeting. Minette seconded the motion and all voted in favor.

PRESIDENT'S REPORT:

Isaac reported on his recent meetings with Mark Sherman. Isaac suggested to Mark that the Hospital could help us try to acquire a "famous" board such as the one Friends of Rabin Hospital has. Mark said that Michael Oren is a relative of his and he will ask him to recommend someone to our board.

Howard Weber said he is invited to a wedding which Tova Feldshuh is also attending and possibly she would be interested in coming on our board.

Isaac discussed the decision made by the Executive Committee as to how to handle the December elections for those Board Members whose 2 year terms are ending. The election will be by held by mail ballots which will be returned to the office, marked for the accountant who will tally them. The members up

for election are: Minette Brown, Harvey Grad, Sari Kolatch, Wally Lehman, Allan Rosenzweig, Isaac Sutton and Robert Pike.

Isaac announced that the Compensation Committee has been formed and the members are those in very constant contact with the office: David Tarica, Jonathan Hausman, Minette Brown and Isaac. All agreed it makes an excellent committee.

Isaac reported that Hausman's tireless work for ALYN now includes a relationship his congregation made with the Word of Faith Ministries headed up by Bishop Keith Butler. The church wanted to start a following in Massachusetts and has rented space from Jonathan's temple. Hausman asked Butler to recommend someone in the Evangelical world as a candidate for our Board. Bishop asked if he could do it himself. The Bishop is so serious he rescheduled a trip abroad and is planning to visit ALYN personally on November 3rd and in anticipation of his trip he sent us a \$3000 check. Butler has said though that he can't attend all meetings but will definitely be at the one in January

David asked if Butler can be nominated to the Board now and Isaac said he is empowered to do that by the By Laws. David asked for a vote to approve Keith Butler be added to the Board. Robert seconded it. All voted in favor. Keith's name will be added to the December ballot.

EXECUTIVE DIRECTOR'S REPORT

Cathy reported on her meeting with Mildred Feinberg. An accountant did a Google search and found us and contacted her. The irony is that Cathy had met this woman's now deceased husband 10 years ago and was negotiating a multi-million dollar gift which we could not finalize due to a disagreement with the Hospital. She scheduled a meeting with Mildred, her son and the accountant with the intention of getting a \$50,000 general gift and the meeting ended with a \$100,000 gift.

It was also reported that our accountant Barry Feldman has lined up another prospective donor. Cathy stated that she thinks accountants are wonderful gatekeepers to prospective gifts and we should be much more actively pursuing this angle.

The bad news is that our Endowment Fund is not doing well as the stock market is down for the year. We are down over \$200,000 and have made almost no withdrawals this year. We are now even more dependent on estate gifts.

We are aggressively working on our Direct Mail campaign. We have cut the size of each of the 3 annual mailings in half and are achieving much higher response rates. This keeps the cost down and raises the return.

Thanks to Minette, the Woldenberg Foundation has once again renewed our \$75,000 challenge grant.

Joanne asked again about our former idea of selling brick pavers at the Hospital.

Cathy said there will be no Board meeting the morning after the ride as we had last year.

She also reported we are once again looking for a third staff person. We are entertaining the idea of 2 part time people. Joanne volunteered to help us interview candidates.

There are complete itineraries and forms for both the Cuba trip and Downton Abbey. There will be an insert about them in the end of year mailing. We also mailed a Shana Tova postcard with info about the trips to our database (ride donors and people we are not allowed to solicit).

We are in the process of starting a total redesign of our ALYN website. It needs to be mobile friendly and it needs to be able to handle search optimization.

It was suggested to send a letter of demand to all riders who have not met the minimum before the ride. And it was again agreed that we should work to raise the minimum for the 2016 ride.

EVANGELICAL OUTREACH

We now have a complete toolkit for churches to use to put on an event. Joe's first event takes place in Sevierville, TN on October 19th. The church has already collected \$10K. There is another event planned in the Cleveland area for November 19. Another 12 churches are in the process of finalizing dates for events. There is a meeting set up in San Diego with Joe and Hausman.

Joanne mentioned that we had agreed last December that Joe should bring in at a minimum his salary in donations and that he is not close to the mark yet. Discussion ensued as to whether we should measure this in January but it was agreed that we would wait until March to make the final decision as it would be after several of these church events have taken place.

FUNDRAISING

Howard asked about the possibility of "twinning" ALYN with a US center.

Isaac asked how we can attract estate lawyers. Cathy suggested hosting a breakfast for estate lawyers and accountants to introduce ourselves as a suggested charity.

GOOD AND WELFARE

The following dates were set for 2016 meetings:

Wednesday January 6th.

Monday April 11th.

Monday September 19th.

Monday December 12th.

The meeting was adjourned at 7:50 PM.