

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

December 14, 2021  
New York, NY

**ATTENDEES:**

**BOARD MEMBERS (Meeting was held via Zoom)**

Dan Blumenthal  
Joanne Blye (in the office)  
Minette Brown  
Bryan Gartenberg  
Paula Glazier  
Victor Goldsmith  
Harman Grossman  
Ed Joyce (in the office)  
Giorgio Kulp  
Dr. Wallace Lehman  
Pam Lippitt  
David Meron

**STAFF**

Maayan Aviv (in the office)  
Jaymie Kerr (in the office)  
Davida Popik (in the office)  
Deborah Rivel

**GUESTS**

Maurit Beerl  
Jonathan Freedman  
Zvi Ginosar  
Mark Sherman

Joanne called the meeting to order at 4:00 PM. A quorum was present at all times.

**President's Welcome**

Joanne welcomed everyone to the meeting. Board Members were then asked to accept the meeting minutes from the October meeting; agreement was unanimous.

She then welcomed Dr Maurit Beerli who joined the call to give an update on the Hospital. Maurit detailed how the hospital is back to full capacity. They have made a decision to refurbish the independent living area as they will no longer be taking on new patients needing independent living; there are other respiratory facilities in Israel that can accommodate adults. There are currently 8 patients in ILN.

Other development projects: Kiosk by entrance way is being removed to make way for an open-air deck for 'down time' for parents and children. Also, the front entrance is getting a facelift in late April, early May. **Action:** A rendering of entrance renovation will be shared with AFAH.

With a \$2.3M research grant from the Helmsley Foundation the Hospital will be expanding the back office to accommodate PHDs and grant writers and create a Pediatric Research Center.

Maurit mentioned that David Meron has helped create a partnership between ALYN and the Philadelphia Institute of Medicine (PIM) in which they are looking to share data and knowledge. Maurit also mentioned that there has been a referral for medical tourism from Iran.

Joanne then mentioned that the last time Maurit spoke to the Board was during a quick joint Board meeting at the end of the WOL ride in 2019. At the time Maurit mentioned that the 10-year plan for the Hospital was to reduce beds and increase the outpatient services and Joanne asked if the current updates going on were still with this vision in mind. Maurit said yes and mentioned that the hospital:

- Serves 150 ambulatory care patients a day
- Has 28 beds in pediatric rehabilitation
- Has 19 beds in the pediatric respiratory care department
- 

Pam said that this would be good information to post on our social media channels. **Action:** Maayan to follow up on this.

Wally then asked how Dr Be'eri was doing after his heart attack in September and Maurit answered that he is working part time now but expects to be back to full time in about 10 weeks.

Next order of business was to nominate Vice Presidents and Treasurer to our Executive Board; Ed and Bryan's 3-year terms are up. Paula has asked to be considered for a Vice President position; our by-laws allow for 2 Vice Presidents. In addition, even though our by-laws have term limits on the Executive Board, if no one volunteers for the position, the Board can extend their term by 6 months. Joanne nominated Bryan for Treasurer, Minette seconded and the vote was unanimous. Joanne nominated Ed for Vice President, Pam seconded and the vote was unanimous. Joanne nominated Pam as Vice President and Harman seconded; the vote was unanimous.

Joanne then reminded everyone about their fiduciary obligation to donate \$1800 per year and said that most of the Board has met this goal. She also said that for the Brick of Love, that the Board voted to fund at the October meeting, was not fully funded; Joanne donated \$1600 of the \$1800 cost and asked that Board members who had not yet contributed to please do so now. She suggested that we engrave it as follows:

‘To the children of ALYN: always in our hearts and minds. AFAH Board 2021’

Pam asked that we consider saying American Friends as AFAH probably doesn’t mean much to most people. She also said that Joanne should be sending out reminder emails to Board meetings on outstanding items like this. **Action:** Joanne to send out reminders to Board members to donate \$100 to our ALYN Board Brick of Love

Lastly Joanne welcomed Jonathan Freedman to the meeting. Jonathan has volunteered to run Canadian Friends of ALYN in the interim until the requirements of what is needed in Canada are determined and a candidate hired.

Joanne then turned over the agenda to Maayan.

## Executive Director’s Report

### Financial Report

Maayan discussed the proposed 2022 budget. December 17<sup>th</sup> marks the end of Cathy Lanyard’s severance pay so the budget reflects an approximately \$200k reduction in office staff compensation. Instead of bringing on additional staff in the office Maayan is proposing that we contract with a marketing/PR team Red Banyan for six months. Red Banyan is the team who was responsible for the rebranding and marketing for our May and October US rides.

Ed raised the motion to approve the budget, Paula seconded and the vote was unanimous

### Office Update

There are also additional monies (\$90K) budgeted for our office move as our lease is up at the end of 2022. Maayan asked if there is anyone on the Board who could help us look for new space and Eric Gonchar was mentioned; Maayan will reach out to him. **Action:** Maayan to reach out to Eric Gonchar later in 2022 when we start looking for more office space.

Maayan mentioned that we have been in conversations with our Cyber Security Team to ensure that we are protected against Ransomware. She said that we will be moving our data to the Cloud in 2022 and this will cost us \$1K more for our cyber security. Pam mentioned that she has some contacts on Cyber Security and will provide contacts to Maayan to discuss our security with them. **Action:** Maayan and Pam to discuss Pam's cyber security specialist

Jaymie will be starting up a NextGen Committee to come up with strategies to engage younger donors. She asked the Board to contact her if they want to volunteer. Victor said that Vanessa (a Maryland bike rider) from Boston would probably be a good candidate. Joanne said she would pull all suggestions for Next Gen from our March Board Meeting. **Action:** Joanne to provide previous Next Gen engagement solutions from our March Board Meeting and Jaymie to set up meeting

### WOL 2021 Update

As of this meeting the US has raised \$1.4M for this group of events. Maayan and Tal are working on a presentation (to Zvi, Mark and Maurit) on a breakdown of costs and views on how this suite of rides should evolve in the future.

### WOL 2022 Update

The date is currently planned for early November but, based on presentation mentioned above and decisions made, the dates have not been finalized; the ride could start on a Sunday for a usual 4 or 5-day period or move to Monday to allow participants outside Israel to arrive after shabbat.

### Heels of Love 2022 Status

This event is scheduled for February 22-24. It is unknown if any of our US riders will be able to participate as restrictions on travel to/from Israel currently exist.

### Year-end Board member calls

Maayan mentioned that so far not many Board members have completed their touch base phone calls to our VIP donors. She gave a shout out to Giorgio as, without his intervention, his donors had already contributed this year. David also contacted his donors.

### Development Director's Report

Jaymie then reported on her initiatives. The Mitzvah of Love project, which was kicked off again in 2021 raised \$5700. There will be a flyer in the Jewish Standard advertising this initiative, highlighting Lauren Messer's project. Joanne suggested that we send a flyer to Rabbi Hyman of Temple B'nai Israel in Easton Maryland.



Giving Tuesday, which was dedicated to raising money for one wheelchair, raised \$6356. This proves that when we offer up a concrete item that we need to raise money for, it brings in more money than just a usual plea for a donation.

Jaymie is recommending that we plan a gala for May/June and target a different audience from our usual donor pool. There was a suggestion that perhaps we honor someone from the Woldenberg Foundation as that would expand our base. Concern was raised as to whether in this Covid climate this made sense and perhaps we should do a feasibility study on the merits and costs. General agreement was that we would set up a committee to investigate this and alternatives for growth and Pam, David and Paula volunteered to be part of this committee. **Action:** Jaymie to schedule first meeting of Special Events Committee

**Action:** Paula and Deborah to discuss possibility of Hillel initiative in Detroit

### Meeting Follow-ups

- Joanne to provide past Next Gen suggestions and Jaymie to set up Next Gen Committee and Jaymie to set up the meeting
- Maayan and Pam to discuss Pam's cyber security specialist
- Maayan/David to follow-up on outreach to Israel Consulate General
- Jaymie to set up committee to investigate gala and alternative plans for growth
- Maayan to follow-up on what additional Hospital information to post on social media
- Joanne to remind Board members to meet their \$100 donation to the AFAH Board Brick of Love
- Jaymie to schedule first meeting of Special Events Committee
- Paula and Deborah to discuss possibility of Hillel initiative in Detroit

### President's Closing Remarks

David arrived late to the meeting and asked if there had been mention of the PIM and ALYN Hospital partnership. He was told that Maurit discussed it. He also suggested meeting with the Israel Consulate General to mention PIM/ALYN connection and have him show support. Paula commented that her daughter, who lives in Philadelphia, has heard news on this partnership, so word is getting around.

Last bit of business was to pick dates for the 2022 Board Meetings. Joanne asked if anyone minded moving up the meeting time to 3PM ET and everyone agreed. In addition, it was suggested that we hold the Executive Board Meetings a week earlier than the Board Meetings so this will be pursued as well. Board Meeting dates are:

Mar 8, June 14, Sept 13 and Dec 13

The meeting was adjourned at 5:00 PM.