

Thursday, February 29, 2024 at 10:00 a.m.
Minutes - Veterans Service Foundation Board Meeting
Atlanta, Georgia

Present Mr. Joe Higgins, Chair
 Ms. Samantha Brown-Parks, Secretary
 Mr. Wyatt Batchelor, Treasurer
 Mr. John Phillips, Member
 Mr. Rick White, Member
 Ms. Patricia Ross, Commissioner
 Mr. Mark Demers, Foundation CEO, Grants Implementation Manager, GDVS
 Mr. Kerry Dyer, Foundation COO, Chief Operations Officer, GDVS
 Ms. Irene Mackson, Business Support Analyst, GDVS
 Ms. Julie Hammond, Foundation CFO, Commissioner's Executive Assistant, GDVS

On Thursday, February 29, 2024, the Veterans Service Foundation Board meeting was held in person and by video/tele-conference.

Joe Higgins called the meeting to order at 10:03 a.m.

Ms. Brown-Parks made a motion to approve the December minutes. Mr. Batchelor seconded the motion. The motion passed.

FUNDRAISER CONSULTANT DISCUSSION:

There was one RFP completed through Survey Monkey. The proposal, from Creek to Coast Events, was sent to each Board member before the meeting for their review.

Mr. Phillips stated that his first reaction was that this is an event planning company that is trying to fit in with fundraising. Events they listed (i.e., golf tournaments, galas) take a significant amount of funds to pull off, funds which we do not have.

Ms. Brown-Parks stated that the proposed schedule seemed steep and out of scope of what we are thinking. She said that this company is not what we are looking for.

Mr. Batchelor stated that it seems this company is more an event planning company than a fundraising company. Heavy hitters don't like to attend galas.

Commissioner Ross explained that she tried to get Maggie Bohannon to send information for everyone to review. Ms. Bohannon was introduced to us, and we had a brief meeting with her. One thing we learned from Shon Barnwell before she retired from the Board was that 10% is the running fee for fundraiser companies to receive. Creek to Coast Events was requesting 25%. Our new board member, Vivian Greentree, who has expertise in this area, was unable to make today's meeting.

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There was a discussion about other state's foundations and their funding sources. We have to receive funds through state appropriations. We should look toward appropriations options. Also, we should be raising funds through the contacts we do have. Commissioner Ross accepted a donation of \$5,000 from the Marietta Rotary Club this week.

Mr. Higgins accepted a motion from Ms. Brown-Parks to table the RFP until the next scheduled meeting. Mr. Phillips seconded the motion. The motion passed unanimously.


The meeting was adjourned at approximately 10:20 a.m.

SIGNED:



Joe Higgins, Chair

ATTEST:



Samantha Brown-Parks, Secretary