

**Thursday, March 7, 2024 at 10:00 a.m.**  
**Minutes - Veterans Service Foundation Board Meeting**  
**Atlanta, Georgia**

**Present**      Mr. Joe Higgins, Chair  
                 Mr. David Goode, Vice Chair  
                 Ms. Samantha Brown-Parks, Secretary  
                 Ms. Vivian Greentree, 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  
                 Mr. Russell Feagin, Executive Director, Health & Memorials Division, GDVS  
                 Ms. Camala Ball, Budget Analyst, GDVS  
                 Ms. Julie Hammond, Foundation CFO, Commissioner's Executive Assistant, GDVS

On Thursday, March 7, 2024, the Veterans Service Foundation Board meeting was held in person and by video/tele-conference.

Joe Higgins called the meeting to order at 10:01 a.m. Everyone was introduced.

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

**REPORT ON STATUS OF FUNDING:**

Commissioner Ross announced that the current balance in the checking account is \$14,770.67. We received a check in the mail yesterday for \$5,000, which will bring the total balance to \$19,770.67. The only expenses so far this year are the monthly fees for the accounting software.

**FUNDRAISING CONSULTANT DISCUSSION:**

The following ideas were offered up concerning fundraising:

We should look into the Scott Hudgens Foundation in Duluth, Georgia to see how they run their Foundation and how to get our foot in the door.

10% is the normal fee for a fundraising company to take. When you hire someone to do development, it is usually for 18-24 months.

We should put together a list of organizations that fund veterans' non-profit organizations. We will put this in a Google doc so that everyone can add to the list.

Other states do not have to raise funds. Some have regular state revenue, such as license plates, lottery, income tax. Georgia is different in that we have to raise all our funds.

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We did request seed money and can ask again next year. The General Assembly sometimes has to hear a request a few times and we need to gather advocates to support us.

A small breakfast fundraiser was suggested. We let the political leaders come and speak to what they are doing to benefit veterans. With this being an election year, we should get good participation. Fiserv will donate the food for the event. Several venues were mentioned, including the Freight Depot, various VFW and American Legion Posts, the Floyd Building, and the Metro Chamber of Commerce. Commissioner Ross will start an email chain to nail down a date and location for the fundraiser.

Ms. Brown-Parks made a motion to table the RFP discussion so that we can gather more information. Mr. Goode seconded the motion. The motion passed.

**OLD BUSINESS:**

There was no old business to discuss.

**ANNOUNCEMENTS:**

There will be an unveiling ceremony of the Georgia Military Veterans Hall of Fame at the Capitol on March 12 at 1:30pm. Commissioner Ross is in the current class.

New officers will be elected at the August 8<sup>th</sup> meeting.

**NEW BUSINESS:**

The next quarterly meeting was scheduled for June 6, 2024.

The meeting was adjourned at approximately 10:57 a.m.

SIGNED:

  
Joe Higgins, Chair

ATTEST:

  
Samantha Brown-Parks, Secretary