



Present Ms. Meredith Magnus, Chair
Mr. Wyatt Batchelor, Vice Chair
Mr. Chuck Roberts, Treasurer
Mr. Joe Higgins, Member
Mr. Kevin Loncher, Member
Mr. Bob McMahon, Member
Ms. Patricia Ross, Commissioner
Mr. Russell Feagin, Executive Director, Health & Memorials Division, GDVS
Ms. Camala Ball, Budget Analyst, GDVS
Ms. Charlotte May, Director, Public Information and External Affairs, GDVS
Ms. Julie Hammond, Foundation CFO, Commissioner's Executive Assistant, GDVS

On Thursday, October 3, 2024, the Veterans Service Foundation Board meeting was held by video/tele-conference.

There was a roll call of Board members to see who was present. The members listed above were present. The following members were excused from the meeting by Chair Magnus: Alan Danzig, Vivian Greentree, Andy Hilmes, and John Phillips. Also present were the GDVS employees listed above.

Meredith Magnus called the meeting to order at 10:05 a.m. She announced the following resignations from the Board: Samantha Brown-Parks, Dave Goode, and Rick White. They have submitted their resignations due to time constraints. Ms. Magnus made a motion to accept their resignations. Mr. McMahon seconded the motion. The motion passed unanimously.

Mr. Higgins made a motion to approve the minutes from the September meeting, which were previously distributed to members to review. Mr. Roberts seconded the motion. The motion passed unanimously.

REPORTS

Commissioner Ross gave an update on the funding for the nursing homes as follows: The budget request has been submitted to OPB. We requested additional funding for our current contractor based on the cost increase of healthcare. We also requested \$1 million to open the sub-acute therapy unit. As far as the construction process for the Waycross home, that is a different process. OPB hasn't had any additional questions regarding the Waycross home; they seem more concerned about the current request for the amended FY budget and next year's FY budget. A request was made for \$35 million for the Waycross home, with an anticipated overall cost of \$100 million. The original estimate from our

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current architect was for \$88 million, but with inflation and the Buy American Act, costs have risen significantly. That is why we requested \$100 million.

Mr. Feagin gave an update as follows: As far as the homes and Hurricane Helene, neither suffered any structural damage. The Augusta home had loss of power, but the generators came on and they operated on the generators for several days. Fortunately, power has been restored. On another note, a list of needs for the homes has been provided to Ms. Magnus. This list includes items such as underwear, toiletries, and a golf cart. Of special note, General Magnus will be the guest speaker at this year's Veteran's Day Ceremony on Nov. 11 at 11:00 a.m.

It was noted that CEO Mark Demers and COO Kerry Dyer were not present at the meeting because they were both involved in a separate meeting.

The following financial report was previously sent to the Board members to review.

The funds in the account are allocated as follows:

| | |
|-----------------------------|-------------|
| General Funds | \$37,103.64 |
| Homelessness | \$ 9.41 |
| Suicide Prevention Hardware | \$ 1,700.00 |
| Suicide Prevention Summit | \$52,300.00 |
| Women & Diversity | \$ 1,124.72 |
| TOTAL | \$92,237.77 |

Not reflected on the report are a \$1,000 donation for new homes and a \$181 payment for D&O insurance. These were both deposited on Oct. 2. Ms. Magnus stated that the sharing of the cost for the D&O insurance would be discussed offline.

Vice Chair Batchelor and Treasurer Roberts both stated that they had nothing to report at this time in the capacity as members of the executive committee of the Board.

Mr. Batchelor gave an update on the Friends of the Georgia Veterans Nursing Homes as follows: People have the capacity and ability to be able to source fundraising efforts in various parts of the state. I have had conversations with different constituents in various parts of the state. These include Brandon Beach, a Georgia State Senator; Cade Joiner, University System of Georgia's Board of Regents; and former NFL player Drew Butler. They are coming up with various fundraising ideas in which they will be able to effectuate small fundraising efforts.

Mr. Loncher discussed the Google doc that he sent to everyone. Tabs have been added for date of birth, home address, spouse name, and company affiliation. He also started a LinkedIn page and sent an

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invitation to members to follow. He asked that everyone invite as many people as possible, not just those connected to the military.

Mr. McMahon went over a presentation that was shared on the screen (see attached). One of the relationships being built is with Linda Sackett, who has spent much of her career in public affairs and in the gifting process and how to do large gifting. This document is her perspective on how we might move forward. The first step is to develop a strategic plan. Once we understand what we really want to do, we can develop an overall case for support and share it with potential donors. She has broken down what comes out of the strategic plan into three parts for us. One of these is Major Gifts at the individual level, the corporate level, and the foundation level. Another part is Annual Giving, which is smaller gifts, like working with local churches and some of the things Mr. Batchelor is already working on. A key part is understanding what our responsibilities are as a Foundation, getting processes in place, and developing the right tools. Her estimate is that this will cost between \$50K - \$100K to develop. We must develop a sustainable process, something that will work month after month and year after year. We need to get the private sector, and the public sector involved, we well as the Legislature. Ms. Sackett's expectation is that this will take 6 months to build.

Mr. Batchelor questioned the cost of this endeavor. Mr. McMahon stated that it is for the automation tools needed to keep track of donors, as well as marketing tools. Commissioner Ross stated that we use QuickBooks to track donors and donations. We can receive electronic gifts through the Stripe system on the Foundation's website. There is a need on the marketing side. Ms. Magnus requested a document from Commissioner Ross listing what we have in place.

Mr. Loncher discussed the job United Way has done in showcasing their large donors and suggested we come up with something similar. Corporations and individuals like to see their names associated with something they've given to.

OLD BUSINESS

Cruise for a Cause has offered to do a fundraiser for us. They are in the process of acquiring their business license. We should be hearing back from them soon and can revisit that offer.

Dr. Brian Moore from the AMES Institute at KSU has offered to assist us with our strategic plan on October 11 from 1:00-3:00 p.m.

Ms. Magnus asked if there were any volunteers to serve as Secretary of the Board. No one volunteered.

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NEW BUSINESS

Mr. Roberts gave an update on speaking engagements. He announced an upcoming meeting he has with State Representative John LaHood. They will both be speaking for a group in Valdosta. Mr. Roberts is also doing a breakfast for veterans next Thursday.

Commissioner Ross gave a brief discussion of the state resource guide for veterans that GDVS is working on. There is an opportunity for organizations to donate for ad space and be presented to veterans all over Georgia via the guide.

Ms. Magnus announced that Alan Danzig will be speaking at the American Legion in Duluth on October 25th and John Phillips will be speaking on behalf of the Foundation at the VFW State Convention in Macon on October 18th at 7:00 p.m.

Ms. Magnus announced that she would like to proceed with creating a trifold brochure to have at speaking engagements and to hand out to people. She received a quote for \$560 for 1,000 brochures. Mr. Loncher made a motion to approve the expenditure. Mr. McMahon seconded the motion. The motion passed unanimously. Once the brochure has been designed and agreed upon by the Board, an electronic copy will be uploaded to LinkedIn and Facebook.

Ms. Magnus requested the 501(c)(3) determination letter for the Foundation from Commissioner Ross, who agreed to send it to her.

Ms. Magnus stated that she would like to get Chairs for the Gift Acceptance Committee (for non-monetary gifts) and the Events Committee. Mr. Loncher volunteered for the Gift Acceptance Committee and Mr. Roberts volunteered for the Events Committee. Ms. Magnus has reached out to Mr. Hilmes to see if he will Co-Chair the Gifts Committee.

Ms. Magnus announced that the next meeting will be on November 7th at 10:00 a.m.

Ms. Magnus made a motion to adjourn the meeting. Mr. McMahon seconded the motion. The meeting was adjourned at approximately 10:53 a.m.

SIGNED:



Wyatt Batchelor, Vice Chair