



# Quarterly Board of Directors Meeting Minutes

Oct 9, 2023 at 8:00 AM EDT @ Westin Georgetown - Washington DC

## Attendance

### Present:

Members: Devika Bhushan, Amy Brinkley, Joyce Campbell, Jeff Fladen, Joe Gatto, Victoria Harris, Laklieshia Izzard, Sheldon Jacobs, Ray Lay, Pooja Mehta, Cathryn Nacario, Jeremiah Rainville, Dhanu Sannesy, Lauren Simonds

At-Large: Ruth-Ann Huvane, Darien Wright

Council Chairs: Diane Banks, Rich Callahan, Steve Slayton

Immediate Past President: Shirley Holloway

NAMI Staff: Jessica Edwards, Annette Gantt, Dan Gillison, Darcy Gruttadaro, Cassandra

Halyshyn, David Levy, Lisa Lewis, Hannah Wesolowski

NextGen: Imaan Siddiqi

### Absent:

Members: Vanessa Fernandes, Glenda Wrenn-Gordon

Council Chairs: Chris Eichhorn, Kate Farinholt

NAMI Staff: Teri Brister, Ken Duckworth

NextGen: Maddie Stults

## I. Welcome/Call meeting to order

Quorum was met. President Campbell called meeting to order at 11:00 am ET.

### A. Approve Meeting Agenda

Meeting agenda approved as presented.

### B. Approve Consent Agenda


***A consent agenda is a practice by which non-controversial board action items are organized apart from the rest of the agenda and approved as a group. Specific items can be removed from the consent agenda on the request of any Board member. In approving the Committee reports via the consent agenda, including the Executive Committee, the Board considers approval to constitute ONLY an approval of the report of the meeting — not an affirmation of any specific action taken in those meetings.***

***All items referenced in the Consent Agenda are attached for Board members' review prior to action on the consent agenda.***

Consent agenda approved as presented.

### 1. Board/Executive Meeting Minutes

 2023.06.07 Election of Officers Minutes.pdf

 2023.07.10 Executive Committee Meeting Minutes.pdf

2. Committee/Workgroup Meeting Minutes/Notes

a. Board Policy & Governance

2023.08.01 Board Policy & Governance Committee Minutes

b. Finance & Audit

Finance & Audit Committee (July) Minutes

2023.08.30 Finance & Audit (August) Minutes

c. Justice

2023.08.14 Justice Workgroup Notes

d. Workplace Mental Health

2023.08.18 Workplace Mental Health Meeting Notes

2023.09.08 Workplace Mental Health Meeting Notes

3. Advisory Council Quarterly Report and Minutes

a. Affiliate Presidents

APC June 5, 2023 Meeting Recording


APC July 19, 2023 Meeting Recording


APC August 7, 2023 Meeting Recording

 NAMI APC Report 10-09-2023.pdf

b. Executive Directors

 EDC Quarterly Report.docx


 EDC May 10, 2023.docx

 EDC July 12, 2023.docx

c. Peer Leadership

 PLC Quarterly Report.pdf

d. Service Members, Veterans and Families

 SMFVC Oct 2023 Report.pdf

e. State Presidents


SPC May 2023 Meeting Recording Passcode: kag5?g+z

SPC July 2023 Meeting Recording Passcode: sf!y\*88z


SPC August 2023 Meeting Recording Passcode: zpAjq#87


SPC Sept 2023 Meeting Recording Passcode: u%Ckpx2U

 NAMI Council Reporting SPC September 2023.docx

 September 2023 Board Report.docx

4. CEO Report

 CEO Q3 2023 Board Report\_FINAL.pdf


 2022 Annual Report.pdf

C. Conflict of Interest

As of June 14, 2023 the following were declared:

- Brinkley: NASMHPD
- Farinholt: NAMI NSO ED while also serving as an advisory council rep to the NAMI Board for the EDC.
- Mehta: Senior Policy Associate, Inseparable
- Nacario: CEO of NAMI San Diego & Imperial Counties
- Simonds: Executive Director of NAMI Washington

**As of 9/20/23 no declarations changed.**

 Vendors Added June 1, 2023 through August 31, 2023.pdf

II. Reports/Updates

A. NAMI 10X Investment Areas (Presenters: Annette Gantt)

Please review attached Bridgespan background information

 NAMI10X Board Endorsed Investment Areas.pdf

 10X Investment Areas ONLY - One Slide\_4Oct23.pdf

 NAMI10X Investment Areas FAQ\_2023 0522.docx

 NAMI10X Investment Areas Work Plans.pdf

Annette Gantt provided verbal update and discussion took place. Refer to attachments for details.

B. NAMI Personnel Overview (Presenters: Lisa Lewis, Dan Gillison)

 NAMI Org Chart - BOD with AR maps - October 2023 - final.pdf

Lisa Lewis provided verbal update and discussion took place. Refer to slides for details.

Human Resources Presentation

Endowment Presentation: Dwight McTizic & Rosalyn Brown, PNC

Guests: Dwight McTizic and Rosalyn Brown of PNC attended and presented. See attachment for details. Starting an Endowment\_PNC (Oct 2023)

C. NAMIcon 2023 Recap, Financials & Event Planning (Presenters: David Levy, Jessica Edwards)

See slides for details. NAMIcon update Presentation

Meeting resumed at 8:01am ET Oct. 10, 2023

D. Advisory Council Updates

1. Affiliate Presidents (Presenters: Richard Callahan)

 NAMI APC Report 10-09-2023.pdf

2. Executive Directors (Presenters: Kate Farinholt)

 EDC report.docx

3. Peer Leadership (Presenters: Diane Banks)

Currently 44 reps in 39 states. There continues to be peer support on a state and affiliate level. Requesting to update guide to clarify roles from leadership to volunteers. Members must be in active recovery.

4. Service Members, Veterans and Families (Presenters: Chris Eichhorn)

**ACTION ITEM: Motion to approve amended Service Members, Veterans and Families Council Charter**

 SMVF Council Charter.docx

 09232023\_NSMVFC\_BOD Report.docx

SMVFC Charter was approved electronically via portal and passed on October 16, 2023.

5. State Presidents (Presenters: Steve Slayton)

Acknowledgements and gratitude made by State Presidents Council Chair. Reported that meeting attendance/presence is continuing to grow. Would like to continue collaboration/engagement with fellow council chairs and board to advance mission.

E. Committee Updates

1. Board Policy & Governance (Presenters: Cathryn Nacario)


**TBD: Dependent on BP&G vote on 10/3/23.**

**10/4 Update: BP&G committee approved both on 10/3/23.**

1. **ACTION ITEM:** Motion to approve Public Policy position statement on **Coverage of Coordinated Specialty Care (CSC) for Early Psychosis. (See 1st and 2nd attachments below.)**
2. **ACTION ITEM:** Motion to approve new policy to comply with an existing requirement from the Better Business Bureau's (BBB) Wise Giving Alliance (WGA), the NAMI Strategic Alliances & Development team propose a new policy for the "Board Policy & Governance Manual." **(See 3rd attachment.)**

 1. Coverage of CSC.docx

 2. Public Policy Position for Approval.docx

 3. Proposed BBB language for Board Policy Manual - 3 October 2023.docx


Action item #1. Motion: Ray Lay. Seconded: Victoria Harris. Approved.

Action item #2. Motion: Laklieshia Izzard. Seconded: Dhanu Sannessy. Approved.

F. Workgroup Updates & Charters

1. Justice (Presenters: Victoria Harris)

**ACTION ITEM:** Motion to approve Justice Workgroup charter for the 2023-2024 board year.


 Justice Workgroup Charter (draft).doc

 Justice Workgroup report.docx

Motion: Victoria Harris. Seconded: Ray Lay. Approved.

2. Peer Credentialing (Presenters: Amy Brinkley, Diane Banks)

**ACTION ITEM:** Motion to approve Peer Credentialing Workgroup charter for the 2023-2024 board year.

 NAMI Peer Workgroup Charter for group review.pdf

Workgroup charter is not yet ready to be approved by the full board.

3. NAMI 10X (Presenters: Richard Callahan)

**ACTION ITEM:** Motion to approve NAMI10X Workgroup charter for the 2023-2024 board year.

**Added 10/7/23: Workgroup charter and investment areas**

 NAMI Peer Workgroup Charter .pdf

 NAMI10X Board Endorsed Investment Areas.pdf

Motion: Laklieshia Izzard. Seconded: Pooja Mehta. Approved.

4. Strategic Development (Presenters: Ruth-Ann Huvane)


**ACTION ITEM:** Motion to approve Strategic Development Workgroup charter for the 2023-2024 board year.

 Strategic Development Working Group Charter.docx

Moved: Ruth-Ann Huvane. Seconded: Joe Gatto. Approved.

5. Workplace Mental Health (Presenters: Sheldon Jacobs, Steve Slayton)

**ACTION ITEM:** Motion to approve Workplace Mental Health Workgroup charter for the 2023-2024 board year.

 Workplace Mental Health Charter.docx

Moved: Sheldon Jacobs. Seconded: Amy Brinkley. Approved.

G. Department Updates

 List programs and initiatives Sept 2023.pdf

1. Alliance Relations (Presenters: Annette Gantt)

Verbal update provided. See slides for details.

Alliance Relations Presentation

2. Government Relations, Policy and Advocacy (Presenters: Hannah Wesolowski)

Verbal update provided. See slides for details.


Government Relations, Policy & Advocacy Presentation

3. Finance (Presenters: David Levy)

Verbal update provided. See slides for details.

Finance & Audit Presentation

4. Strategic Alliances & Development (Presenters: Jessica Edwards)

 2023 NAMI Mid-Year Impact Report.pdf

 Big Gifts Study Report: The Center for Effective Philanthropy.pdf

 The Impact of Large, Unrestricted Grants on Nonprofits.pdf

 What Should Organizations Do With a Large Unsolicited 1-time gift?.pdf

Jessica Edwards provided verbal update with discussion. See attachments for details.

Strategic Alliances Development Presentation

5. Office of Innovation (Presenters: Darcy Gruttadaro)

Verbal update provided. See slides for details.

Office of Innovation Presentation

6. Research, Support & Education (Presenters: Teri Brister)

Verbal update provided. See slides for details.

Research, Support & Education Presentation

- H. CEO Update (Presenters: Dan Gillison)

Verbal update provided. See slides for details.

Chief Executive Officer Presentation

### III. Unfinished Business

None at this time.

### IV. New Business

A. ACTION ITEM: Motion to approve NAMIWalks/DIY mobile app License Agreement with Nuclavis (Presenters: Annette Gantt)

Link to folder found [here](#).

- We received mobile app bids from three vendors: DonorDrive, Nuclavis and Charity Dynamics.
- We did a side-by-side comparison.
- We determined Nuclavis was the best long-term option for several reasons with the main two being A.) it's a white label app that will be branded NAMI, and B.) it can cross platforms — DonorDrive and Classy — it is the only app that would allow us to include the NAMI National DIY program.

Both Annette Gantt and Sean Stickle gave their seal of approval. Sean asked for projected ROI, which is also included in the folder.

**History DonorDrive:**


- Previously, we wanted to pursue a mobile app with our current web platform provider, DonorDrive.
  - We received approval on the budget: 5K set-up fee; 30K a year; 3-year commitment.
  - We then learned from industry pros and peers that a white label app, or a branded app for NAMI, provides a better return on investment, DonorDrive's app is not white label; it is branded DonorDrive.
  - It has a high abandonment rate among users due to the fact that you have to search within the app to find your fundraising program alphabetically.
    - One peer said they broke their 3-year contract with DonorDrive due to complaints from participants.
  - Going with a white label app can lead to 3-4x increase in participant fundraising

**Charity Dynamics:**

- Charity Dynamics, the gold standard of apps.
  - We would need 3 separate apps for each NAMI fundraising program (NAMIWalks, NAMI Do-It-Your-Way -Field Facing and NAMI Do-It-Your-Way National)
  - Not all inclusive, all future features would need to be paid for, which would add additional costs. Nuclavis is all-inclusive, we would be offered all new upgrades and updated features as part of our contract.
  - Nuclavis is headed by the woman who created the Charity Dynamics app and started her own firm.

Staff recommendation is Nuclavis. They are the vendor who could tie together our programs into one seamless app and provide the most support to us as clients.

Working with Nuclavis as a mobile app vendor is the best long-term decision to enable NSONAs and NAMI National to raise more revenue, attract a younger audience, launch our field-facing DIY program, and take NAMIWalks to the next level.

 Nuclavis Mobile License Agreement - NAMI.docx


 NuClavis Contract Projected Increase in Revenues and ROI.docx

Verbal update was provided with board discussion. Motion: Darien Wright  
Seconded: Amy Brinkley. Approved.

B. ACTION ITEM: Motion to approve Amendments to the NAMI Board Policy & Governance Manual - Gift Acceptance Policy

**Approved by BP&G 9/5/23 and EC 9/21/23**

Gift Acceptance Policy (pp. 22-24) – the Strategic Alliances & Development team at NAMI requested that amendments be made to the policy document to align with the Better Business Bureau's (BBB) Wise Giving Alliance's (WGA) [standards for charity accountability](#). NAMI will need to re-apply to the BBB in 2024, and we will need to demonstrate adherence to some new requirements to receive a favorable listing. Revisions in the policy will help support that re-application.

 NAMI Board Policy & Governance Manual - Gift Acceptance Policy revisions Sept 2023.docx

Moved: Joe Gatto Seconded: Sheldon Jacobs. Approved.

C. Board goals

After board discussion, it is agreed the 2023-2024 board goals will be: rebranding, increased board engagement, establishing an endowment fund, ops.

D. Annual Assessments

- CEO
- Board

President Campbell confirmed two (2) assessments will take place this board year: CEO and Board. Timeline is TBD.

Executive Session

Executive Session entered: 3:34pm ET

V. Adjournment 4:17pm ET.