



The Family Tree

Nominating & Governance Committee

Wednesday, February 17, 2021

Steve Shaw & Kyle Gore, Co-Chairs

AGENDA

- I. Welcome & Approval of Minutes - Steve
- II. Mission Moment - Pat
- III. Update on Executive Director Search – Sally
- IV. Annual Review of Conflicts of Interest Statements - Mary
- V. Board Terms Expiring in FY 2021 - Mary
- VI. Review Progress with Assignments – Kyle
- VII. Review Board Prospect List – Steve
- VIII. FY22 Leadership Slate – Sally
- IX. Winter Priorities - Mary
 - a. Fall Event
- X. Next Meeting: Wednesday, May 12, 2021 at 8:00 am

Important Dates

Tuesday, April 13, 2021 – General Board Meeting, Zoom



The Family Tree

Nominating & Governance Committee Meeting
Wednesday, November 18, 2020
Minutes

Members Present: Sally Bauer, Charles Roebuck, Doug Binkley, Lois Shofer, Hunter McIntyre, Steve Shaw, Kyle Gore

Members Excused: N/A

Staff Present: Pat Cronin, Mary Francioli, Allie Cook

AGENDA

- I. Welcome and Approval of Minutes – Steve
- II. Mission Moment – Pat
- III. Review Goal for the Year – Pat
Goal: To identify and confirm two new members of the agency’s board of directors. Special emphasis must be made to increase diversity (cultural, geography) and increase representatives from corporations and the medical field.
- IV. Board Meeting Attendance for FY20 – Mary
- V. Board Terms Expiring in FY21 – Kyle
- VI. Review Progress with Assignments on Board Prospect List – Steve
Fall Priorities - Mary
 - A. Fall Appeals
 - B. Do your “One Thing” to Promote TFT Mission
- VII. An Evening to Give Thanks – Mary
- VIII. Executive Director Search – Sally
- IX. Announcements – Allie
 - A. Holiday Activities
- x. Next Meeting: Wednesday, February 17, 2021

Important Dates

Thursday, November 19, 2020 – An Evening to Give Thanks, Zoom 6:30 pm

Tuesday, January 19, 2021 – GENERAL BOARD MEETING, Zoom 5:30 pm

Recorder: Allie Cook

Issue #1: Welcome and Approval of Minutes

Summary of Discussion: Steve welcomed everyone and asked for an approval of minutes. Sally moved to approve, and Charles seconded. Steve said we will cover a lot, two new board member prospects, new board president FY21 and Executive Director search update.

Issue #2: Mission Moment

Summary of Discussion: Pat spoke about Kids Care Plus. We are open and she wanted to update the committee on this. We have 10 kids who come in each day. We have shields on tables for the older kids to support distance learning. The other side of the room is more of a playroom. We started our in-person parenting class and had about 5 people come. These are families who have technology issues. Starting in December, Family Connects Maryland will be able to serve Baltimore County. A month ago, we received an email from a mom from our early program. She sent pictures of her with her 3-year-old and it spoke about how stressed she was before this program and they really helped her. Steve asked what our classes look like. Pat said we have a class every day on zoom and one in the building. We still plan to do an online class when we get back to normal. Doug asked if any programs have been shut down. FCM was for a bit because we could not get into the hospitals. KCP was also shut down for a few weeks but opened in July. We were just about to go into the hospitals again until our recent surge in numbers. Lois said she does not think KCP will be shut down because medical professionals support kids in an organized setting. Hunter asked about the Helpline had any changes. Pat said no big changes but at first, calls were all crisis and now they are getting back to normal.

Issue #3: Review Goals for the Year

Summary of Discussion: Goal: To identify and confirm two new members of the agency's board of directors. Special emphasis must be made to increase diversity (cultural, geography) and increase representatives from corporations and the medical field. The committee brainstormed on strategies to recruit minorities: minority medical associations, Associated Black Charities, outreach to lobbyist, reserving seats for desired members (concern about quota setting). The committee confirmed that it desired voices on the board that represent families we serve; and faces on the board that resemble staff. Pat also reminded the Committee that there were a few programs that require us to have an advisory group. This group is very diverse racially, but largely female (except for J. Meyerhoff) and female. We need to think about different people to help us with this. Pat will talk to John. We are going through another accreditation with HFA.

Issue #4: Board Meeting Attendance

Summary of Discussion: Mary shared the Board engagement/participation grid (filed with minutes) The committee carefully reviewed members falling below the 50% benchmark. Strategies were identified to connect with all those members and make sure they are still connected to the cause. We have had better attendance with the virtual meetings over the past 10 months and we should work on a way to continue that option. Steve said it is important, but we need to be sure all companies keep giving for anyone rolling off the board. It was also noted that the numbers don't tell the entire story: some give tremendous 'sweat capital' others are incredibly generous but are unable to meet meetings. The committee wanted to achieve a balance in these areas. The committee considered creating an engagement score that would include attendance, financial contribution, and shared talent.

Issue #5: Board Terms Expiring

Summary of Discussion: We discussed the board terms who are expiring and assigned members of this committee to reach out and have a conversation with everyone on the list. These conversations should start in the spring.

1. Rich Barth – John Meyerhoff
2. Peter Fillat – Charles Roebuck
3. Dennis Graul – Kyle Gore
4. John Meyerhoff – Sally Bauer
5. Andrew Michael – Charles
6. Sean Murphy – Steve Shaw
7. Betsy Sherman – Pat Cronin & Sally Bauer
8. Lois Shofer – Steve Shaw, Lois said she wanted to stay on but would do what the committee advised.
9. Brian Weatherford – Steve Shaw

We did receive two resignations this year, Stephanie McCormick and Adrian Johnson. Stephanie told the committee in confidence that she will be moving to New York this summer. This is a huge loss for us as we will need to find a new chair for the investment committee, and we should replace her with someone from Brown. We will set up time to talk with Stephanie, Jeanne, and Sally about other possible prospects. Kyle mentioned he know Jaimie Steirhoff who is her mentee. Stephanie mentioned Susan Carey, spouse of Geoff Carey. Doug said we need a strategy for brown because this needs to be a person who can have influence, but we should go for someone young. Hunter know someone from brown who went to Roland Park and he can check in with Stephanie to see if it would be a good match. The committee mentioned that Jaimie Steirhoff is a steeple chase rider and could help make a lot of good connections to Charlie Fenwick and that crowd. We will strategize more as a group around Brown. Charles has agreed to contact AJ and conduct an exit interview. He will see if there is anyone from MECU that would be a good fit. MECU is philanthropic in the community and sponsor Great Chefs.

Issue #6: Review Progress with Assignments on Board Prospect List

Summary of Discussion: Terri Marconi and Rich Rosa have been identified as probable members of the Class of FY21. Sally will set up a zoom with Terri and Steve will take the lead with Rich Rosa. The plan would be to have a zoom call with Pat so that we can review the organization, expectations and responsibilities.

The committee reviewed the rest of the prospect list and made changes. Jamie Alban - Sally asked to put Jaimie Alban on the list. Ballard Spahr– Kyle will talk with Tom Hauser about next steps. Jean Wyman – Stephanie Adler brought her name to Nominating. She has served on several boards and connected in Jewish Baltimore community. Very interested in the board but wants to start as a committee. She is a therapist by trade.

Last committee meeting we spoke about widening the net, asking the rest of the board to ID other people who might be a good fit for the Board. The people that this committee knows run out at some point. We did get a few prospects from that ask. Stephanie identified Jean Wyman. We need to continue to mention that to the board. The committee wants the board to ID one person or contact, Kyle asked if the committee can split the board and make calls to each member asking them to identify a board member or next gen member.

ACTIONS: Committee members will be assigned fellow Board Members for follow up.

Issue #7: ED Search

Summary of Discussion: Sally updated the committee on the Executive Director search to replace Pat. We sent 6 RFP's and received two great responses – Oppenheim and Kittleman. Their fees were similar but have different payment plans. Both groups are not local but they have extensive experience placing Executive Directors in nonprofits. The search will be national and not Baltimore centric. Pat Cronin is familiar with Oppenheim as they have been trying to recruit from TFT for years. The other interesting thing Sally said is the profile of people who will work on the search are very diverse. They might be able to help recruit for the board as well. The firm should be selected by 12/1/2020 by Sally, Charles and Charlene.

Next, they will identify the search committee. This should be a combo of current and past presidents. John Hoey would be a good addition for example. Both firms have experiencing placing Executive Directors.

Sally said having Charlene has made her feel comfortable because she is so well versed in this process. Doug said after we select the firm, they should let us know who should be on the search committee. Politically, if it's too big it's too hard—likely 6-8 members. Doug has heard from some people that want to be on this group, but they might not be that qualified to do so. The Committee expressed an interest in involvement to help select the search committee as the recruiter deems appropriate.

Issue #7: Announcements

Summary of Discussion: Mary reminded the committee we have an Evening to Give Thanks tomorrow and our Board meeting coming up on January 19th.

Adjourned 9:13am.



The Family Tree

Nominating & Governance Committee Board of Directors

Board Terms Expiring in FY21

<u>Member</u>	<u>Assignment</u>
1. Rick Barth	John
2. Peter Fillat	Charles
3. Dennis Graul	Kyle
4. John Meyerhoff	Sally
5. Andrew Michael	Charles
6. Sean Murphy	Steve
7. Betsy Sherman	Sally, Pat
8. Lois Shofer	Steve
9. Brian Weatherford	Steve

Resignations/Leaving the Board

1. Stephanie McCormick
2. Adrian Johnson



The Family Tree

Working list of Prospective Board Members - FY22				
Priority	Company	Contact	Assigned	Status
1	Verdence Capital Advisors	Leo Kelly, Rich Rosa, Matthew Moore	Shaw	10/2020: Steve talked to Rich Rosa. He is interested in joining our board. They already support GC.
	Alban, Jamie		Shaw, Bauer	10/2020: Invited to Evening to Give Thanks. Board prospect?
	Ballard Spahr	Tom Hauser, Eben Hansel	Gore	10/2020: Kyle will talk with Tom about connecting us with Eben Hansel. His wife is Brooke Leirman, Baltimore City Delegate. Frim supports through Tom Hauser.
	Brown Advisory	Mike Hankin (main contace), Jamie Stierhoff	Aarsand, Bauer	2/2021: Stephanie has identified two possible members.
	Campbell & Company	Will Andrews (CEO), Greg Donovan (CFO)	Brinkley	10/20: Supporters of GC. Doug will talk with Will again. He mentioned that Greg Donovan was interested in our board. They already support TFT.
	Greenspring Associates	David Fisher, Courtney Mullin,	Aarsand, Bauer	10/2020: Sally/Jeanne will see if any of the young associates are interested. Ashton supports personally not through the company.
	Johns Hopkins Children's Hospital	Annie Beatson	McIntyre, Shaw	10/2020: Hunter and Steve will meet with her. She works in the Child Life center of the hospital

	Lifebridge	John Davidov, Scott Krugman	Roebuck, Gore	10/2020: Keep Scott on our list. We can check back at the end of the FY. Kyle brought up John Davidov. He is chair of the board at Sinai, former Roland Park board member. Kyle to reach out. They already support GC and Lace Up.
Not This year	Marconi, Teri		Bauer	11/2020: Former VP at Northrup Grumman.
	Merrill Lynch/Bank of America	Jeff Lubin, Janet Curry	Gore	10/2020: Kyle will send an email to Jeff Lubin asking if there is someone in their office that might be a good fit for the board. He will also ask for financial support.
	Scroggins, J. Keith		Gore	10/2020: Former Baltimore City School COO. Boy's Latin alum. Kyle will reengage him re: Board/financial support.
	Sinclair Broadcasting	Fran Smith, Duncan Smith, Louis Lib	Gore, Shaw	10/2020: Duncan is stepping back. Kyle will reach out re: Board and financial support.
	Squadra	Guy Filippelli	Gore	10/2020: Kyle will reach out to Guy re: board member and financial support of TFT. Bill Corey just started working with them.
	Transamerica	Mark Mullin	Aarsand	11/2020: Jay Orlandi is no longer with the company. Need to find a new connection there.
	Webb Mason	Warner Mason	Bauer	10/2020: Sally will follow up with Byron Hoffberger. Hope to secure a board member and financial support.

Next Year	Wyman, Jean		Adler	10/2020: Jean has pretty deep roots in the Baltimore Jewish community. She has served on several local Boards (Planned Parenthood, The Park School and WYPR) and possibly a national NPR Board. She is a therapist and had a private practice. I think her profession would be an interesting asset to the Board and she also "gets" fundraising. She would like to start on a Committee. Board Prospect for next year. Stephanie will reach out after an Evening to Give Thanks to confirm which one.
Tier 2				
	Bisciotti, Jason & Tara		McIntyre	10/2020: Jason is overseeing a lot of his family's philanthropic efforts. Invite to the 30th GC.
	Brown Capital	Maurice Haywood	Gore	10/2020: Kyle can reach out to him. Re: board member and financial support.
	Fulton Bank	Brad, James	Gore, Roebuck	10/2020: Kyle and Charles will identify who would be the right person to talk to at the bank. RE: board member and financial support.
	Hogan & Lovell	David Gibbons, Henry Kahn	Bauer	10/2020: Sally will set up a call to introduce TET
	Maury, Donnelly & Parr	Leigh Brent, Kevin Pitts	Bauer, Gore, Shaw	9/20: They supported FY20 GC. Sally will set up a call.
	MCB Real Estate	David Bramble	Gore	10/2020: Kyle will reach out re: Board member and financial support.
	Medifast	TBD		10/2020: MF to research and see if we can id any contacts.

	Merkel, Inc.	David Williams		10/2020: Merkle is a global data-driven, technology-enabled performance marketing agency. For over 30 years, Fortune 1,000 companies and leading nonprofit organizations have partnered with us to build and maximize the value of their customer portfolios. Based out of Columbia, MD
	Pandora	Michael Lund	Shaw	10/2020: Steve is playing golf with Michael and will start a conversation about TFT.
Tier 3				
	H&S Bakery	Bill Paterakis, JR Paterakis		10/2020: Need to find a connection with him. His father supported TFT but we have not been able to get support since he passed away. Frank Rosenberg might be able to help.
	Players Philanthropy Fund	Seth McDonnell, Matt Stover	Gore	10/2020: Kyle will reengage.
	PNC	Laura Gamble, Will Backstrom, Laura Rutherford.	Meyerhoff	9/2020: They are a good fit for us. I am working on finding a stronger connection. Will controls which events they support. Need to get him to invite us to submit for GC. JM is setting up a meeting with Will.
	Truist (Sun Trust & BB&T)	Greg Farno		9/20: Any contacts?
	Wal-Mart Stores, Inc	Michael Collischan		9/2020: PC to talk with Lisa Harris Jones.
Not Board Prospect but Keep involved				
	COPT	Steve Budorick, Kathy Ward, Paul Adkins	Brinkley	12/18: They will support. Doug does not think they are prospects for the board.

	Beatson, Will		McIntyre	12/18: Ron Shipiro's step son. Moved back from NY where he worked for the Yankees and NFL, and Excel (sports agent). Invite to GC. He is involved with Peace Players International - brings children together through sports. Maybe we could work together on an event in Sandtown.
	Highsmith, Courtney		McIntyre	1/19: Governor's Chief Policy Advisor. Attending an Evening to Give Thanks. Will help us. Came to our Advocacy Day.
	Mile One	Steve Fader, Michael Fader	Shaw	11/19: Steve will get to GC
	Atlas Restaurant Group	Erik Smith/Alex Smith (or Alex Smith's wife)	Gore, Shaw	9/20: On hold. Need to see were things are at in the fall. GC?
	Capital Funding Group	Jack Dwyer, Dan Beard	Brinkley/Gore	1/20: Jack is still involved. In Baltimore from time to time. Dan Beard is next in charge. We will keep them involved in GC.

TFT Leadership Planning - FY22

	Name	Year Joined Board	Event Chair	Committee Chair/Leadership position	Position	Involvement in Fundraising	Demonstrated Commitment
	Past Presidents						
1	John O. Meyerhoff	1975		Program			
1	Thomas P. McDonald	1989	GC	Investment			
1	Sarah Woods	1995	GC	Past Marketing			
1	Douglas W. Brinkley	2001	GC	Past N&G			
1	Jeanne R. Aarsand	2002	GC	Past Marketing			
1	Stephanie Adler	2003	FamFest	Past Development			
1	Thomas A. Hauser	2004	GC	Past Development			
1	Charles M. Roebuck	2004	BoB	Past N&G			
1	Sally Bauer	2004	GC	Past Development			
	Leadership - Fy22						
1	Thomas K. Peltier	2009	GC	Current Development Chair	President	Event, Annual	
1	Charlene M. Hayes	2009	FamFest	Current HR Chair	Vice President	Annual	Still Not interested in President?
1	Chris Johnson	2014	GC	Finance Chair, Treasurer	Treasurer	Event, Annual	Ready to be VP? If not, rotate new Treasurer?
					Secretary		
	Board Members for consideration						
1	Peter Fillat	2002		Past Finance Chair, Past Treasurer		Annual	
1	Lois M. Shofer	2005				Annual	
1	Paul Cooper	2006	GC			Event, Annual	
1	Alexandra H. Waesche	2007	GC	Past Marketing Chair, Secretary		Event, Annual	Not intersted in Leadership
1	Ellen Macks	2007	GC			Event	
1	Dennis Graul	2008	GC			Event, Annual	
1	Gary D. Marino	2010	BoB	Current Development Chair		Annual	Not intersted in Leadership

1	Erik Nachbahr	2011				Event, Annual	
1	Ann Rosenberg	2012	GC			Event, Annual	
1	Steve Shaw	2014	GC	Current N&G Chair		Event, Annual	
1	Andrew Michael	2015				Event, Annual	
1	Kyle Gore	2016	GC	Current N&G Chair		Event, Annual	
1	Sarah Kahl	2016				Event, Annual	
1	Josh Slater	2017	GC			Event, Annual	
1	Linda Robeson	2017				Annual	
1	Stefanie Woodhouse	2017	FamFest	Marketing Chair		Event, Annual	
1	Sean Murphy	2018				Event	
1	Brian Weatherford	2018				Event	
1	Hunter McIntyre	2019				Event, Annual	
1	Sarah Sheckells	2019				Event, Annual	
1	Brad Downes	2020				Event, Annual	
1	Mike Medinger	2020	GC			Event, Annual	
1	Scott Robinson	2020				Annual	
1	Liz Wurster	2020				Event, Annual	
1	Rick Barth	2021				Event, Annual	
	Special Committee/Special Involvement						
1	Betsy R. Sherman	1975	GC			Event, Annual	
1	Patricia Kirk	2007	GC			Event, Annual	
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