

NYS Dental Foundation Board of Trustees

Meeting Minutes 12 February 2021 – *Draft Confidential*

The Board of Trustees of the New York State Dental Foundation met via Zoom on Friday, 12 February 2021. Present were: Dr. G. Kirk Gleason, chair; Don Fager, JD, vice chair; Dr. Lawrence Volland, treasurer; Dr. Mark J. Feldman, secretary; Dr. Ronald Bellohusen; Dr. Renuka Bijoor; Dr. Michael Breault; Dr. Joseph Brofsky; Dr. Chad Gehani; Dr. Payam Goudarzi; Dr. James Jacobs; Dr. Paul Kim; Dr. Prabha Krishnan; Dr. Maria Maranga; Dr. Robert Peskin; Dr. Michael Shreck; Dr. Steven Snyder; Ms. Laura Clark Stedman, executive director; Dr. Christian Stohler; Dr. Carl Tegtmeier; Dr. Donald Tucker, and Dr. Deborah Weisfuse. Also present were Dr. Craig Ratner, NYSDA President; Dr. Robert A. Vitas, AAP Foundation Executive Director and NYSDF Advisor, Ms. Carley Libertucci, manager of administrative services, and Ms. Rebecca Morgan, development coordinator.

The meeting began shortly after 10:00 a.m. Dr. Gleason welcomed Dr. Gehani, who recently concluded his successful tenure as ADA President, as well as new Board members. The Board formally adopted the minutes from the November 2020 meeting, and the agenda as presented.

The Board discussed the following proposal from the Nassau County Dental Society:

RESOLVED: In an effort to promote diversity and inclusiveness, move that NYSDF procure a featured speaker every February in recognition of Black History Month, and [be it] further

RESOLVED: That NYSDF actively pursue the ADA do the same.

From an organizational perspective, this recommendation should initiative from the NYSDA council structure. That said, the Board discussed whether it would be appropriate for the Foundation to develop a program in celebration of Black History Month. Historically, the Foundation has conducted round tables and presentations about cultural diversity and health care literacy. Its mission is to improve the oral health of all New Yorkers; in light of that, the trustees debated the appropriateness of devoting a program to one specific group.

The Board adopted the following:

1-2021:

RESOLVED: That an appropriate agency of the NYSDF study the possible development of an appropriate recognition of Black History Month and submit its recommendations to the next regular meeting of the Board of Trustees.

Dr. Gleason will appoint an ad hoc task force.

Treasurer's Report

Dr. Volland reviewed the most recent Profit & Loss Statement. Contributions were down almost \$74,000 from 2019, which represents an “across the board” drop. This is not surprising considering the disruptions of COVID. Course income was up \$35,000 due to heavy online

activity, again a consequence of COVID. Investment income totaled a whopping \$217. I will address this a bit later. Total income for the year was down \$53,000, but total expenses were much reduced, largely because of reduced Foundation donations, live meetings and travel. The end-of-year balance sheet showed a net worth of \$542,940.

The Board accepted the 2020 financial statements, with the realization that some numbers may be amended slightly following the Foundation's annual audit and financial review.

The Foundation's Schwab investment account is, and has been, in all cash. Given that investment accounts are meant to earn a return, Dr. Volland recommended the development of an investment policy. The Board voted unanimously in favor of the following:

2-2021:

RESOLVED: That the Finance Committee develop a written investment policy governing the funds of the NYSDF Investment Account, for approval by the Board of Trustees.

The Board reviewed the amended 2021 budget, which highlights include the following:

- Dues contributions are projected at \$166,444, a reasonable if conservative amount;
- Projected total contributions of \$364,960 assume a conservative 5.6 percent decrease over 2020;
- Course income is projected to be markedly lower.
- \$10,240 to GKAS will likely be diverted to other activities, pending actions taken by the Board;
- Budgeted amount for salaries represents a 1% raises for staff, which is consistent with what the NYSDA Board of Trustees directed for staff of NYSDA

The Board approved the revised 2021 budget as presented.

Contributions in 2020 were down \$9,423 from the year prior, with the number of individual contributors down by 470. Nevertheless, the 2020 donations saw retention of larger contributors. It is clear that the Foundation cannot sustain steady losses in contributions via the NYSDA dues statement; efforts must continue to target NYSDA members to "check the box" on the dues statement, and other sources of funding and new and innovative ways of attracting those sources need to be found. Online and mobile options for giving need to be enhanced. Legacy and planned giving must be promoted more aggressively and facilitated.

Dr. Volland concluded his report with a reminder to his Board colleagues that all have made a commitment to financially support the Foundation and renewed his challenge that everybody make a \$1,000 contribution, or a contribution that rises to the level of a sacrifice.

The Board heard two presentations, from GiveSmart and Classy, companies that specialize in helping nonprofits to fundraise and present events and promotions. This kind of service could be beneficial to the Foundation in planning its annual event, as well as in promotions specific to Veterans Smile, Gold Fund, etc. Dr. Gleason will direct the Development Committee to further investigate these, and other, companies in order to determine what they can provide the Foundation. The Committee will present its findings, along with any recommendations it may have, at an upcoming Board meeting.

Volunteer Registry

The Board saw a presentation from Galaxy Digital, a web-based social solutions company that could help the Foundation to enhance its Volunteer Registry in such a way as to enable all registration of volunteer events and opportunities and to quantify the value of free treatment provided. Such information could be used and shared by NYSDA and its components. This could be hugely beneficial in terms of NYSDA's lobbying efforts and in grant writing. It can also be used to establish a database of dentists who are able to administer the COVID vaccination. Staff will continue to research this potential and provide a recommendation in the near future to the Board.

Charitable Awards

The Charitable Awards Committee met in January, during which time its members discussed the future of the EquipConnect program and the need to engage corporate support. Dr Weisfuse has been in contact with former Trustee, Steve Kess, to identify a potential Board member from Henry Schein, Inc. The Committee declined to name a 2021 recipient of the NYSDF GKAS Award, as it did not receive any applications strong enough for consideration. Among initiatives being worked on are videos, which can be used on websites and social media and shared across the state to schools, community centers, etc. Dr. Bijoor is working with staff to produce these messages.

Finally, the Committee suggested amending the parameters of the Gold Fund by way of the following recommendation:

3-2021:

RESOLVED: That the use of Gold Fund monies can be used to cover the cost of anesthesia necessary to treatment and for needed procedures (e.g., implants) which are not covered by a patient's insurance.

CE/CERP Related

The CE/CERP Advisory Task Force has plans to update the mandated infection control course, including possibly adding a course on airborne pathogens, and the mandated ethics course. Staff is investigating an offering that will help individuals achieve registered dental assisting status and another that will instruct dentists on how to best utilize auxiliaries. The Foundation has partnered with Ivoclar Vivadent to present a free online CE course, Digital Workflow, Ceramics & Cementation, on 23 February, and it is hoped that more such programming will ensue.

Good & Welfare

Dr. Gleason will establish an ad hoc task force to review the Foundation's Strategic Plan, last updated in 2015, and will direct that group to present its recommendations to the full Board at an upcoming meeting.

Dr. Gleason reminded the Trustees that they are Foundation ambassadors, and that he relies upon each of them to communicate the work that we, as a Board, do and the mission which we strive to achieve. If at any time, a Trustee has questions or is unsure of his/her role or responsibilities, he implored them to contact him or Ms. Stedman to discuss.

The next planned meeting of the Foundation will likely take place during the rescheduled 2021 Annual Session of the NYSDA House of Delegates, 13-15 August, during which same time the Foundation will hold its annual luncheon. However, other meetings may be scheduled as deemed appropriate and necessary. Also in the meantime, the Annual Event Task Force will meet to plan the aforementioned luncheon.

There being no further business, the meeting was adjourned at 1:15 p.m.