

## NYSDF Board of Trustees Meeting Minutes – 14 February 2020 – *Final*

The Board of Trustees of the New York State Dental Foundation met in New York City on Friday, 14 February 2020. Present were: Dr. G. Kirk Gleason, chair; Don Fager, JD, vice chair; Dr. Robert Doherty, treasurer; Dr. Mark J. Feldman, secretary; Dr. Ronald Bellohusen; Dr. Michael Breault; Dr. Joseph Brofsky; Dr. Chad Gehani; Dr. Paul Kim; Dr. Maria Maranga; Ms. Michele Penrose; Dr. Robert Peskin; Ms. Laura Clark Stedman, executive director; Dr. Michael Shreck; Dr. Christian Stohler; Dr. Carl Tegtmeier; Dr. Donald Tucker; Dr. Lawrence Volland, and Dr. Deborah Weisfuse. Also present were Dr. Payam Goudarzi, NYSDA President; Dr. Robert A. Vitas, AAP Foundation Executive Director and NYSDF Advisor, and Ms. Carley Libertucci, manager of administrative services.

The meeting began shortly after 9:30 a.m. The Board formally adopted the minutes from the November 2019 meeting, and adopted the agenda as presented. The Board and staff viewed two training videos on recognizing sexual harassment in the workplace, to conform to New York State law. At the conclusion, Lance Plunkett, NYSDA General Counsel, who had moderated the training via conference call, allowed time for questions and answers.

The Board also received a report about the NYSDF/NYU Veterans Care partnership from Dr. Robert Glickman, Associate Dean for Clinical Affairs, NYU College of Dentistry. To date, a cohort of individuals from NYSDF and NYU have collaborated with colleagues inside the VA New York Harbor Healthcare System to design a program that would extend beyond the one-day service approach. Treatment for veterans living in and around New York City is provided at NYU by dental students and faculty volunteers.

### Committee/Task Force Reports

- ***Annual Event.*** This year's theme will be "40 @ 40" in order to highlight 40 individuals and organizations which have been recognized by the Foundation over the last four decades. Included will be a special posthumous honor for the late Dr. Mark Bauman. More information will follow shortly.
- ***CE/CERP.*** A revised version of the mandated opioid course is in the process of being added to the NYSDF CE website. We are awaiting the oral cancer course from the University of Buffalo.
- ***Charitable Awards.*** This year, the GKAS Award will be transformed into more of an umbrella program, possibly the NYSDF Awards Program or the Access to Care Program, under which funding could be awarded for children (ongoing, not one day events); patients with special needs (perhaps using the Gold Fund for one day events), and veterans. The newly renamed Equip Connect program will soon be featured on the NYSDF website in a way that describes its two facets, new or newish equipment, and gently used equipment.
- ***Development.*** The Development Committee, staff and NYSDA's Communications/Marketing Department have set up monthly meetings to ensure that each organization is aware of what the other is doing and how each in turn can complement the other's activities and messaging. This endeavor will improve economics

of effort, timing and budget. Efforts continue to improve marketing, both general and segmented, and peer-to-peer fundraising. As part of the Development Committee report, the Board heard a presentation from Kelly Benson of the Stelter Corporation, which has overseen NYSDF's planned giving web page since 2017. A review of the planned giving website analytics did not overly impress some Trustees. However, with recent activities which took up much Foundation staffing and time completed, staff and trustees can now begin focusing on marketing and driving people to the site. Much of this has to do with increasing efforts to demonstrate how a gift makes an impact, and why people should consider giving. One suggestion is to hold an annual estate planning breakfast, which is good publicity and friend building. It is important to consider that planned giving programming should be viewed as a very long-term commitment, designed to reap contributions long after the current Board and staff are gone.

### Treasurer's Report

Dr. Doherty shared statements from the Foundation's fourth quarter. In 2019, there was a loss in revenue over 2018 of nearly \$77,000, due to the fact that we did not see the influx of revenue from the opioid course that we had had in previous years, plus the fact that we spent just over \$38,000 in support of NYSDA's Dental Demonstration Project (see below). [We currently have \$26,656.34 still earmarked for DDP, and will be using a Henry Schein, Inc., grant of about \$13,000 to offset the costs of a series of Sealant Saturdays in May.]

The latest dues comparison sheet shows that while there has been a slight uptick in numbers of members donating since 2017, the overall dollar amount contributed is decreasing. The recent mailing to 2,589 retired life members netted just \$1,000, resulting in an overall project loss of \$1,130.50. This was a first time effort at specific marketing, so there is a learning curve.

Nearly every Board member has contributed to the "Doherty Challenge." Dr. Doherty reminded everybody that contributions can now be made via PayPal.

### NYSDA Dental Demonstration Project

NYSDA is hopeful that funding for the DDP will resume at its initial \$250,000 level, in this, its potential sixth year of operation. Last year, the Foundation committed up to \$65,000 to offset the loss of funding from New York State. Until it is learned what the State plans to do going forward, there is no reason to put forth a resolution that the Foundation continue to provide future funding. Another factor in any possible future decision is the fact that DDP Coordinator Betsy Bray, RDH, will be a full time employee of NYSDA beginning in March, meaning that the total grant funding which had gone toward her salary and benefits now solely can be used for programming and treatment.

### Programming Areas

- **Fluoridation:** Immediately prior to the Board meeting, NYSDF staff found out that a fluoridation battle is brewing in Canandaigua, the Ontario County seat. This is the first CWF challenge in that area in a decade. Ms. Stedman has alerted the Seventh District leadership to this and is keeping a close eye on Canandaigua news outlets for more

information. In the meantime, Dr. Tegtmeier continues to work on the CWF fight facing Poughkeepsie. The National Toxicology Program is promoting the idea that fluoride is presumed to be a neurodevelopmental hazard to humans based on recent [and flawed] studies out of Mexico and Canada. Dr. Stohler noted that there is a need at the national level for newer, comprehensive studies, especially as some federal agencies (e.g., EPA, CDC) are at odds over fluoridation analysis.

- **HPV:** The Foundation and NYSDA continue to participate in the NYS HPV Education Coalition. Dr. Tucker reported on an HPV Symposium & Expert Panel taking place in Buffalo on 6 May. The target audience for this is medical and dental professionals and residents, health professions students, nurses and policymakers. At the November meeting, the Board had discussed the issue of support for S.298B (Holyman), which has been before the State Senate since 2014 (its Assembly counterpart has been in the Legislature since 2017). To date, it has not advanced out of either house's health committee. The NYSDA Council on Governmental Affairs feels that there are three reasons not to publicly commit to support for this bill: 1) it has never done well in past sessions due to serious opposition from many groups that object to provisions such as denying entry to school for non-vaccination; 2) the disease state is not being one that dentists treat, and 3) the reality that dentistry would have minimal effect on the chance of such a bill passing. The Foundation will continue to work with the NYS HPV Coalition to investigate the possibility of a statewide HPV webinar or series and to identify appropriate conferences and meetings where the Cancer Society could have the opportunity to present or hand out information.
- **Special Needs:** The Foundation is working with the NYS Oral Health Coalition to develop an agenda focused on dentistry for people with special needs for the 30 April-1 May annual meeting. Dr. Tegtmeier has been working with staff to develop a series of webinars, maybe based on "legal implications for patients with dementia."

There being no further business to discuss, the meeting adjourned at 1:20 p.m. The Board will be surveyed regarding a preference for the annual meeting to be on Thursday, 5 November, or Friday, 6 November.