

NYSDF Board of Trustees

Meeting Minutes – 6 November 2020 – *Final*

The Board of Trustees of the New York State Dental Foundation met via Zoom on Friday, 6 November 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. Prabha Krishnan; Dr. Maria Maranga; Dr. Robert Peskin; Dr. Michael Shreck; Ms. Laura Clark Stedman, executive director; Dr. Christian Stohler; Dr. Carl Tegtmeier; Dr. Donald Tucker; Dr. Lawrence Volland, 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 congratulated Dr. Maranga on her recent election to the office of ADA Second Vice President.

Nominations

Mr. Fager provided a report from the Nominating Committee. The Board unanimously adopted the following:

RESOLVED: That the following nominations of candidates to the 2021 Board of Trustees be approved for a one-year term of office, commencing 1 January 2021: Dr. James Jacobs and Dr. Steven Snyder.

RESOLVED: That the Board adopt the recommended slate of officers (one-year renewable terms): Dr. G. Kirk Gleason (chair); Donald Fager, JD (vice chair); Dr. Lawrence Volland (treasurer) and Dr. Mark Feldman (secretary).

RESOLVED: That the following slate of candidates to the 2021 NYSDF Board of Trustees be approved for a three-year term of office, commencing 1 January 2021: Dr. Ronald Bellohusen; Dr. Renuka Bijoor; Dr. Michael Breault; Dr. Payam Goudarzi; Dr. Paul Kim; Dr. Burkhard Selent, and Dr. Christian Stohler.

The Board was informed that a corporate nomination from Henry Schein, Inc. would be forthcoming; once this is received it will be transmitted to the Board for consideration.

Veterans

The Board also received a report about the NYSDF/NYU Veterans Oral Healthcare Initiative partnership from Robin Elliott, director, Patient Centered Care, Oral Surgery & Urgent Care, NYU College of Dentistry. Despite COVID, VOHI has been able to provide comprehensive dental care totalling \$47,430 to 52 veterans in less than a year. Future presentations will make note of the Foundation's contribution to this effort.

Dr. Gleason and Mrs. Stedman had a promising meeting with David Barry of TD Bank to discuss the potential to partner with that corporation on veterans initiatives and special needs (i.e., Gold Fund) dentistry. As discussions proceed, more information will be forthcoming.

Committee/Task Force Reports

- ***Charitable Awards.*** The sole application for a 2021 GKAS Award came from Long Island FQHC, Hempstead Family Center in support of implementing an efficient workflow and early oral health screenings. This would be accomplished through provision of appropriate fluoride supplements and oral hygiene kits. Hempstead Family Center treats a vulnerable population of families that do not have a dental home and/or have been unable to access dental care because offices deemed children “too young to be examined.” Unsure whether it was appropriate for a small 501c3 such as the Foundation to fund an FQHC, especially during COVID conditions, the Committee deferred to the Board for guidance. The applicant has been provided with resources to help obtain fluoride varnish and CE to assist medical personnel on pediatric oral health issues. Following discussion, it was decided that a decision be deferred until the Committee has the opportunity to discuss with the applicant various concerns which were raised. With respect to EquipConnect, the loss of a corporate-related Board member (in this case, Michele Penrose of Henry Schein, Inc.) has created a void in terms of the Foundation’s ongoing relations with corporate partners who have previously agreed to donate new or gently used equipment to entities approved by the Board. Finally, the Gold Fund criteria has been tweaked to that any individual with special needs is eligible.
- ***Development.*** The onset of COVID has only exacerbated ongoing challenges the Foundation has had with respect to developing strong fundraising, friend-building events, and the upcoming ThankaThon. With respect to the latter, the inability to properly acknowledge longtime donors based on current database and software inadequacies remains, although staff is working with NYSDA membership staff to try to find a work-around to better track donor history. We continue to try to develop a cadre of student ambassadors to introduce students and residents to the Foundation's mission and vision and encourage participation in foundation programs and even fundraising. Undoubtedly, all nonprofits will have a challenge next year as donors may refocus their philanthropy on things that have more immediate impact, like food security and support for health care workers and other first responders. Corporate giving trends show more and more companies funneling their charitable dollars into emergency-response efforts. Then there is the financial impact felt by everybody, including our most loyal donors. And without in-person fundraising events or relationship building meetings, it's harder to connect with new donors. Opportunities exist, such as with small-gift donors. The plan right now is to enhance social media and online presence, to have NYSDA communications include frequent news about the Foundation programs and events,

Treasurer's Report

Dr. Doherty shared statements from the Foundation's third quarter. He reported that, once again, the Foundation's audit was declared completely clean and without any issues or question. Financially, the Foundation is in fairly healthy shape with a little under half of our net assets

being unrestricted, which is critical to any 501c3's long-term financial well-being. The Schwab account remains relatively stable. Currently it is a cash account only, with no bonds or CDs. Understandably, with COVID, cash contributions are down although online course income is up from last year, due to the three- year opioid mandate. However, in context: in 2017, full course revenue was \$353,236 – which enabled the creation of the Access to Care fund which allows the Foundation to fund programs like GKAS, Veterans Smile, etc. In 2020 with 50 percent discounts on courses, total income from this revenue stream is \$83,870.

Thanks to a staff work-around, the small but steady stream of income received from the Read, Learn & Earn that appears in each issue of the *New York State Dental Journal*, will continue with minimal disruption.

Dr. Doherty reported that we have received \$161,969 from the 2020 membership campaign, with \$87,559 coming in fiscal year 2020, compared to \$171,939 received through the complete 2019 membership campaign, with \$96,818 coming in fiscal year 2019.

Expenses, especially those relating to meetings and travel, have been significantly reduced. Loss in net income is primarily tied to DDP expenditures of over \$44,000 and NYU veterans initiative funding of \$30,000. Dr. Doherty related that the auditors have observed that overhead ratio doesn't actually measure efficiency because that ratio ratio doesn't account for what organizations are actually doing with their resources and it doesn't account for what organizations are accomplishing with their overhead spending. According to NYSDA's monthly and annual programming services analysis (2019), Foundation staff spends 40.89% of its collective time on NYSDA-specific responsibilities such as the CE Registry, risk management course, Sullivan Fund and general administrative services like Board of Trustees, House of Delegates, Council on Dental Education and DDP. It's difficult to ascertain what the programming services ratio will be in 2020 due to the increase staff experienced of administering CE.

As this was Dr. Doherty's last report as Treasurer to this Board, he took a moment to thank those who have been supportive to him and to the Foundation, particularly Drs. Feldman and Gleason and the staff, and to wish his successor, Dr. Volland, the very best going forward.

NYSDA Dental Demonstration Project

Due to the pandemic, a modification of the Dental Demonstration Project (DDP) includes the expansion of the project to increase the capacity for Community Dental Health Coordinators (CDHC) to provide care management and health education to underserved populations. The Foundation continues to work with NYSDA on DDP partnership possibilities. As stated, one idea is to focus some DDPs on veterans care, perhaps in partnership with TD Bank.

Good and Welfare

During the Charitable Awards report, the Board watched a video from PRASAD Children's Dental Health, a 2020 GKAS Award recipient, which nicely highlighted the Foundation's support of that program.

Dr. Tegtmeier shared the latest version of the continuing education program he has developed, in response to NYSDA policy seeking CE on topics relating to caring for patients who have dementia-related conditions. He will work with staff to transfer this to an online format, which is expected to take place within the next few months.

Dr. Vitas facilitated a SWOT analysis exercise with the Board, the results of which discussion are attached to these minutes.

The Foundation is planning a series of “zooms” for social media and website that will highlight program priorities, past Foundations of Excellence winners and current issues.

There being no further business to discuss, the meeting adjourned at 1:00 p.m. The tentative date for the next meeting is Friday, 26 February 2021.