

Johnson County HeartSafe Foundation
General Meeting Minutes
December 4th, 2017
12:00 – 1:00 PM
Sunset Office Building – 11811 S. Sunset Dr. – Room 1075

Meeting called to order at 12:00 PM by Alyson

Attendance

Board:

Alyson Angell – President
Melody Morales – Vice-President
Nancy Holland – Treasurer
Colin Fitzgerald – Secretary
Brad Robbins – Member at Large
Brian DeVader – Member at Large
Charles Foat – Member at Large
Daren Pfeifer – Member at Large
Dawn Faudre – Member at Large

Absent Board:

None

General Attendance:

None

Board meeting minutes from October 30th, 2017 previously approved via email

Executive Reports

President – Alyson Angell – Alyson expressed gratitude for everyone who has stepped up and positively contributed to the foundation mission in recent months. She also briefly discussed updated CPR numbers which continue to rise and are currently at 47,920 taught since June 2014.

Vice President – Melody Morales – no report

Treasurer – Nancy Holland – \$1,100 currently in account. A check for \$500 from PulsePoint has been received and will be deposited this afternoon.

Secretary – Colin Fitzgerald – no report

Committee Reports

AED Group

Nancy has an example “Hold Harmless” agreement and is attempting to find an attorney to review the document.

Brad reported there has been nothing further in the way of best practices or insights from outside contacts and mentioned that we may need to move forward with our own ideas. Darren and Melody discussed the needed first step of identifying our target market for AED donations. A form needs to be developed that spells out who is eligible and gives potential recipients an application process. Brad asked Board members to send ideas for the application form to him for compilation

Brad reiterated that Jason from Kansas City First Aid is keeping his requirements for donating AEDs to the foundation broad but asks that we do not compete with his business market, especially with for-profit companies. He hopes that donated AEDs would be aimed at not-for-profits or community type organizations. He has also agreed to provide batteries / pads initially with the donated AEDs as the Foundation gets established.

HeartSafe Heroes Celebration

Melody reports that there are two confirmed cases for the Celebration. The first is a save from a golf course with bystander CPR and AED. The second is a survivor from a softball game. Another good possibility is a save from a HyVee where an off-duty firefighter performed CPR. She is working on several other cases, waiting to hear back from involved parties. Another possibility is a 19 y/o basketball player.

Melody brought up the prior idea for recording statements from survivors to play at the Celebration. She feels that this idea is time-prohibitive. The group agrees that the survivors should be given the opportunity to talk if they desire but they can wait until the time of the event to decide.

Date for the Celebration is February 20th, 2018 at JCCC. Meet and Greet starts at 3:45. Melody asked for a save-the-date to be sent out.

Discussion was had on food / beverages which must be catered through JCCC. It was felt that the food tables should be inside the room this year to enhance use. It is agreed that selection should be kept basic.

Nancy once again volunteered her kids to put together Life Savers candy table favors.

General Topics / Updates

- a. **Facebook / Social Media** – Alyson brought up the idea of using the Foundation Facebook page to create events to get more public participation. Nancy asked about

sharing relevant articles to the FB page such as the recent basketball player who was saved at a game. The group agrees this is a good idea to help with page traffic. The group also discussed other social media platforms. Nancy is going to explore Twitter.

- b. **Website** – Website renewal will come up in the Spring. Alyson asked whether a whole website is still needed with free social media. The group feels that a website is still needed as long as cost does not become prohibitive. A website tends to be a better repository for documents and resources and is often used as a validation tool for information obtained via social media.
- c. **Charity Link for Amazon Smile** - <https://smile.amazon.com/ch/81-4560640> - Melody reported that this was relatively simple process. The link can be shared far and wide. If someone uses the link when making their purchases, a small percentage will be donated to the Foundation at no additional cost to the buyer. It is noted that not all purchases will result in a donation – applies to “eligible” purchases only.
- d. **Fundraising (strategies, ideas, flyer)** – A half-sheet style flyer was emailed out to the group by Brad for use as a handout at events. The flyer provides information to recipients including about donations.

Charles asked about reaching out to Physio-Control and/or Zoll for possible contributions. The group feels that this is a good idea but board members who are part of upcoming vendor evaluations would have to step back from this pursuit.

- e. **Other** – Nancy would like to bring another survivor to the January HeartSafe meeting for possible involvement. This individual would potentially bring great insight into fundraising and other business side foundation development. The Board felt this was a great idea.

Future Meeting Dates

General Meeting – January 22nd at 12:00 PM at the Sunset Drive Office Building at 11811 S. Sunset Drive – Room 1075.