



RMHC Board Retreat Minutes

Date: Tuesday, August 26, 2025

Time: 4:45–7:45 PM

Location: RMHC Community Room

Attendees

Board Members:

Betsy Conroy, Melanie Farrell, Beth Painter, Ashley Robins Johnson, Karen Jolley, Brock Oliver, Dr. Yuvraj Kalra, Theresa Critchfield, Christie Burbank, Dr. Laura Hill, Dr. Merritt Adams

Staff:

Mike Brown, Tiffany Commons, Farin Cloyd

Erlanger Family Room Tour

As part of the retreat, attendees toured RMHC's Family Room located on the third floor of Erlanger Children's Hospital. The visit highlighted the role of space in supporting families during critical medical moments and emphasized the importance of continued volunteer and donor engagement.

I. Welcome & Introductions

Board members returned to the House and opened the retreat by introducing themselves and sharing their personal connections to RMHC, reinforcing the shared mission and values that guide their service.

II. Strategic Plan Overview – Presented by Mike Brown

Mike shared the framework and mid-year progress for RMHC Chattanooga's strategic plan, developed in advance of RMHC Global's 2025 impact strategies and shaped by over 50 stakeholder interviews. Key strategic pillars included:

1. Brand Awareness

- Isabelle Bradley is leading media engagement through paid, strategic relationships.

2. Community Partnerships

- Renewed engagement with McDonald's owner/operators amid leadership transitions.
- A.J. Davis was appointed to lead outreach; round-up revenue has doubled.
- RMHC Chattanooga ranks in the top 4 nationally for round-up income.
- Keshun Gentry onboarded to enhance in-store promotions and employee engagement.
- Volunteer expansion is underway at the Erlanger Family Room.

3. Capital Investments

- The board will evaluate capital planning proposals in the coming year. Plans are being developed with consultants, volunteers and staff.

4. Financial Development

- "Thank You Tours" for top 30 donors now include Adopt-A-Room opportunities.
- Jeffersonian-style dinners and events are encouraged to deepen donor engagement.
- Noted trend: larger gifts from fewer donors.

5. Program Growth & Expansion

- House to Home (H2H), launched in April 2024, was built entirely by RMHC Chattanooga led by Carla Sewell.
- Expansion efforts continue in Cleveland/Bradley County.
- Suggestions included alternative H2H sites (e.g., elementary schools), partnerships with Bradley Medical, and physical therapy providers.

- Focus remains on enhancing the continuum of care and coordination with wellness navigators and case managers.

6. Staff Development

- Tiffany Commons is leading internal development initiatives.
- Bridge Innovate sessions have received positive feedback from staff.

III. Cleveland House to Home Virtual Tour

Board members viewed a virtual walkthrough of the Cleveland H2H site, located inside the Cleveland YMCA, showcasing the program's reach and impact.

IV. Governance Roles & Responsibilities – Led by Betsy Conroy

Betsy reviewed the board's core responsibilities:

- Setting a strategic direction
- Providing oversight
- Ensuring adequate resources

Members were encouraged to stay actively involved through events, donor relations, social media advocacy, and volunteerism. Betsy will follow up at the next meeting to recruit volunteers for upcoming Jeffersonian Dinners.

V. Committee Assignments – Facilitated by Melanie Farrell

- Committee rosters are posted on the Board Website.
- Quarterly meetings are required per RMHC bylaws.
- Brock Oliver was added to the Audit Committee.
- Members were invited to express interest in joining additional committees.

VI. Wrap-Up & Q&A

- Adopt-A-Room sponsorship rate: \$5,000 or inclusion among the top 30 donors.
- Open discussion allowed for questions and feedback on strategic priorities and upcoming initiatives.

Adjournment

Board Chair Betsy Conroy adjourned the meeting at 7:27 PM.