



## RMHC Board Minutes

March 24, 2026 | 5:30-7pm | In-Person

Attendance: Karen Jolley, Mary Lynn Wilson, Brock Oliver, Tim Vita, Betsy Conroy(Laura Hill, Brad Moore, Melanie Farrell, Deborah Spielman and Dr. Yuv's Proxy), John Critchfield, Beth Painter, Ashley Robins Johnson, Theresa Critchfield, Merritt Adams virtually)

Staff: Mike Brown, Tiffany Commons, Farin Cloyd, Ellen Pinkett-Early (Global)

### I. 6:00pm - Board Meeting Called to Order

A. Welcome – Board Chair-Betsy

B. Mission Moment:

- Family of Stacey Jr was here for 6 months total. Baby Stacey Jr. went home with a trach, but ended up developing pneumonia shortly after, so the family returned to the house for 11 more days.
- Leslie, our House to Home Wellness Navigator, has supported this family through their journey and was able to help the family secure affordable housing with more rooms, rental assistance, WIC, etc.

### II. Consent Items

Review of Past minutes for Approval – Betsy

- John Critchfield made motion to approve.
- Ashley Robins Johnson seconded.
- Motion passes unanimously.

### II. New Business

### III. President/CEO Report

2026 Strategic Plan Report

- Revised Strategic Plan is on the board website for review. If board members have any thoughts, ideas, or concerns, Mike is happy to receive those.

***All supporting documents for this meeting are uploaded to the RMHC Board Website for easy access:***

***Board Website: [rmhchattanooga.net](http://rmhchattanooga.net)***

***Password: Ronald1990!***

## Chapter Excellence – Ellen Pinkett Early (Global)

- Ellen and Mike, along with other RMHC Staff, have been working on our Chapter Excellence Assessment this week. We looked at our policies, procedures and systems to identify areas of improvement based on 3 levels: foundational, thriving, growing
- One main objective is to make sure our policies, procedures and Bylaws align with our sublicense agreement.
- Ronald McDonald House is a Federated Structure – there's a balance of local autonomy (board leadership) and centralized control (global).
- Global goals:
  - Double the # of families served through Houses and Family Rooms
  - Make family-centered care more the standard of care
  - Meet the top unmet needs of families
  - Sustain system revenue over \$1 billion annually
- Chapter excellence is one of the primary ways to operationalize governance responsibilities by ensuring strong, healthy chapters across the system
- Out of 135 questions, we only identified 35 areas that need action plans. These will be created and carried out over a 3-year period, with annual visits to monitor progress.
- Next steps for board members:
  - Continue engaging as strategic partners and ambassadors
  - Ask the hard, future-focused questions
  - Stay connected as we move from strategy to action

## V. Committee Reports

### A. Finance – Tim

- Restructured the excess cash fund account and moved some of those monies to the operating fund. Trying to keep 2 months of expenses at any given time.
- CD's have matured with Raymond James, but interest rates are high so not cashing those currently.
- We expect income to be short of the goal for roughly 9 months of the fiscal year.
- Event money will be reflected in the month that the event occurred. For example, any income from WWS collected over Jan and Feb won't show up until March, because WWS was March 12<sup>th</sup>.
- McDonald's Round-up has come in over \$60k for Jan and Feb.

### B. Advancement – Betsy

- The Advancement Plan for 2026 has been approved by the committee.

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- 460k raised at WWS! 6 board members volunteered, 9 donated in support. For every \$1 spent, \$4.07 was raised.
- Instagram views are up by 1000%. Facebook views up by 1200%. 21,000 social media impressions, and marketing reached 15,000 new profiles. Over 4,000 more website visits than normal. Amazing numbers coming from our Marketing team.
- Ken invited attendees to our Tuesday Tea's at RMHC to help cultivate donors.

#### C. Governance - Karen

- Background checks: 70 of 80 completed at March Gov meeting
- IT Policies and Procedures are in the works with WYRE technologies. Policies are created; we just need to review before distributing. Mike will be bringing updates to the board.
- Melanie is adding the board's giving requirements to board recruitment documentation, so potential board members have all important information before agreeing to serve.
- Governance finalized the slate of 6 potential board members for 2026-27.
  - John Critchfield made motion to approve.
  - Beth Painter seconded the motion.
  - Motion passes unanimously.

## VII. Adjourned at 7:18pm

### Dates to Remember

**April 11-12<sup>th</sup>** – Bug-A-Paluzza

**April 28<sup>th</sup>** – Board Meeting 11:45-1:00pm (Virtual)

**May** - NO MEETING

**June 23<sup>rd</sup>** – Board Annual Meeting 5:30-7:30pm @ RMHC

**September 19<sup>th</sup>** – Run4Kids

**October 19<sup>th</sup>** – Golf Classic

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