

HOLE IN THE HEART
ANNUAL BOARD MEETING MINUTES
December 8, 2020-6:00 pm/Zoom Meeting

A. Roll Call

- ☞ Sandra Fahlender, President - present
- ☞ Bob Fahlender, Treasurer - present
- ☞ Stephanie Avila, Secretary - present
- ☞ Mario Avila, Co-Treasurer - present
- ☞ Patricia Scott, Advocate - present
- ☞ Becky Gonzales, Medical Counsel – not present
- ☞ Kai Fahlender, Youth Member – not present

B. Reading notice and proof of mailing

An email was sent on November 17 announcing Annual Board Meeting. A calendar invite was created and accepted by everyone except, Becky Gonzales.

C. Reading of minutes of last preceding meeting

Stephanie Avila, Secretary – not performed

D. Executive Report (none)

E. Presidents' Report by Sandra Fahlender

The Year of 2020:

- Website created, launched on August 24th. We have had 619 views YTD as of the date of the meeting.
- Established Bylaws & filed for 1023 EZ (10/20/2020; takes up to 90 days for filing)
- Marketing opportunities (Scarecrow at Pumpkin Experience in RR, Parents Reaching Out, Coffee con Colon, Rotary Club of Rio Rancho)
- Community Outreach (Super Hero Heart Run, Hole in the Heart Food Drive (Giving Tuesday)- Roadrunner Food Bank)
- Christmas Cards to Supporters this Year

Upcoming Year of 2021:

- FUNDRAISING! Need 1023 EZ to accept donations online & benefit from events such as Giving Tuesday & Target Nonprofit, Rotary Club of Rio Rancho, Amazon Smile, & search for heart screening grants; start thinking of upcoming events, including virtual events.
- SPEAKING ENGAGEMENTS; American Heart Association, Junior League of NM, The Sandia Area Assoc of Neonatal Nurses, Pediatrics Association, Native American Parent Professional Resources, Education for Parents of Children, Ronald McDonald House of NM. Continued review of presentation.
- UPCOMING MARKETING OPPORTUNITIES: Filed a Proclamation (City of Albuquerque) for Congenital Heart Defect Awareness Week (Feb. 7-14).
 - Action item: Sandra to follow-up with the Mayor's office on filing status, and advertise.
- FUTURE BOARD MEMBERS: Search for a Cardiologist, Pediatrician & Pulmonary Specialist or ENT
- ADVOCATE (Echocardiogram for Child Wellness Visits): Representative Hochman-Vigil, Senator O'Neill. Ask to Board Members to add to this list

Request for time off for Winter Break: Wednesday, December 9 through Monday, January 4. A motion was made and seconded to approve.

F. Secretary's Report by Stephanie Avila

None at this time

G. Treasurer's Report by Bob Fahlender and Mario Avila

- Needs to be FILED: State of NM Form ACD-31015; Register with Attorney General, IRS Postcard Form 990
- Expenses: \$857.90
- Tax Deduction: \$109.00 (Superhero Heart Run), 369 lbs of food donations (Roadrunner Food Bank)
- Donations: \$100
- Action item: setup a bank account

H. Election of Directors

The business, property, and affairs of H.I.T.H. shall be managed by a Board of Directors composed of a minimum of three (3) members. Each director shall hold office for a term of two (2) years or until a successor is qualified and elected.

PRESIDENT: Sandra Fahlender

SECRETARY: Stephanie Avila

TREASURER: Bob Fahlender and Mario Avila

I. Transaction of other business mentioned in the notice

- Other similar organizations do a lot of advertising in print.
- Mr. Colon has attempted to take donations for Hole in the Heart, we cannot accept until we are formally filed as a 1023 EZ
- Marketing dialog:
 - Patricia shared about Fundly, a company that helps to advertise and takes 4% of donations raised through their platform
 - We can all post on Facebook to share about Hole in the Heart in our circle of influence
 - Mario's company does a blood drive, we can join that effort to raise awareness
 - Mario has a contact who is launching a new magazine that targets the 6 most affluent zip codes in Albuquerque, that is a place we can advertise
 - Mario has access to a local printing company to help execute
 - We need to boost our social media presence
 - Consider hearth healthy co-ops and businesses to help advertise or donate
 - Action item: Send our marketing ideas to Sandra
- Reminder to continue to self-educate on congenital heart defects, it is more common than we realize and research and development on this is underfunded.

J. Adjournment

Next scheduled Board Meeting: January 26, 2021 at 6:00 PM MDT via Zoom