

HOLE IN THE HEART
BOARD MEETING MINUTES
January 26, 2021-6pm/via ZOOM

A. Roll Call

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

B. Reading notice and proof of mailing

An email/text was sent on January 22, 2021 announcing Board Meeting. A calendar invite was created.

C. Reading of minutes of last preceding meeting

Stephanie Avila, Secretary

Minutes approved by all present.

D. Executive Report (none)

E. Presidents' Report/Business Report

Sandra Fahrlender

FUNDRAISING! Received Tax Exempt #: create DONATE button on website, benefit from events such as Giving Tuesday & Rotary Club of Rio Rancho, register with Target Nonprofits & Amazon Smile, search for heart screening grants; start thinking of an upcoming fundraising event (?) – stretch, think of something virtual, unique, COVID-friendly.

- Two options for accepting donations:
 - PayPal as a non-profit, at a cost of 2.7% of donations or \$0.30 per dollar.
 - PayPal as a giving fund, if we are added to their national directory. Sandra to pursue.
- Crafts for a Cause – we can market to breweries to raise funds for a non-profit.
- We can host a 5K where we are the title sponsor.
- Contact the City of Albuquerque to see if we can have a booth at summer fest events.

- Have a musical event in the fields by the Fahlender's home, with multiple bands and food trucks. Use this as an opportunity to educate our immediate circles.
- Mario's recommendations: leverage the Realtor Association summer golf tournament, pre-COVID this event would bring ~1,000 people together. We could sponsor a hole, setup a tent, have a table with chairs, banners, pop-up tents, branded table covers, flyers, banners. He will check on printing options. We can also check with local golf courses to learn about other tournaments we can pursue involvement with.
- Search for heart screening grants, and partner with Carrie Tingley as a testing site. Can target this for 2022.

POTENTIAL SPEAKING ENGAGEMENTS:

- American Heart Association – has a Go Red campaign with educational panels
- Junior League of NM – has a lot of parents, would be a great target audience
- Sandia Area Association of Neonatal Nurses – see if we can join as an educational panel during their spring and fall conferences
- Native American Parent Professional Resources – seek to educate under-served communities
- Ronald McDonald House of NM – great cross-market opportunity
- Pediatrics Association
- Education for Parents of Children

VIDEO MESSAGE: create a short video message introducing our organization while highlighting our website and contact information (send by email to doctors, nurse practitioners, media, hospital foundations, state/local officials)

UPCOMING MARKETING OPPORTUNITIES:

- **UPDATE** on filing a Proclamation (City of Albuquerque) for Congenital Heart Defect Awareness Week (Feb. 7-14).
 - Sandra working with Doug Small at the Mayor's Office to discuss handouts
 - Film a video at Civic Plaza
 - Senator O'Neill has been unresponsive to texts, emails and calls
 - Sandra to reach out to her gym to see if she can share her journey on their Facebook page and request donations on that platform

FUTURE BOARD MEMBERS: Search for a Cardiologist, Pediatrician & Pulmonary Specialist or ENT

- Consider Dr. Green. As a Cardiologist, he partnered with Pulmonologists to treat ASD.

ADVOCATE (Echocardiogram for Child Wellness Visits): Representative Hochman-Vigil setting up future meeting via Zoom on Monday, Senator O'Neill (sent email and text)

F. Secretary's Report

Stephanie Avila

Proposed 2021 Meeting Dates:

- February 23 - catch up after Heart Week
- April 27
- June 22
- August 24
- October 26
- November 16 - annual meeting

G. Treasurer's Report

Bob Fahrlender-Mario Avila

Nusenda Bank Account-Business Account established

- Donation: \$100 was deposited
- Mario and Stephanie to let Bob and Sandra know if they want to be on the account
- Needs to be FILED: State of NM Form ACD-31015; Register with Attorney General, IRS
- Postcard Form 990 needs to be FILED
- Per Bob, no ongoing expenses
- Annual spend for website coming up this summer
- If we raise more than \$5,000 we will be in a different tax bracket

H. Election of Directors = IN PLACE

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 Sanchez Fahrlender

SECRETARY: Stephanie Avila

TREASURER: Bob Fahrlender & Mario Avila

I. Transaction of other business mentioned during meeting

Kai is now an adult, he would like to remain a youth member. A motion was proposed by Sandra to keep Kai in his current role. Motion approved by Bob and Stephanie.

J. Adjournment

Next scheduled Board Meeting: February 23, 2021