

HOLE IN THE HEART

BOARD MEETING MINUTES

January 14, 2023 10am/Starbucks on 12th Street

A. Roll Call

- Sandra Fahrlender, President - present
- Bob Fahrlender, Treasurer - present
- Stephanie Avila, Secretary - present
- Mario Avila, Co-Treasurer - present
- Patricia Scott, Advocate - present
- Christy Esquibel, Medical Counsel - present
- Laura Fallen, CHD Patient Advocate - present
- Kai Fahrlender, Youth Member
- Luke Fahrlender, Youth Member

B. Reading notice and proof of mailing

A text was sent on January 10, 2023, announcing the Board Meeting. A calendar invite was created and accepted.

C. Reading of minutes of last preceding meeting

Stephanie Avila, Secretary

D. Executive Report (none)

E. Presidents' Report

Sandra Fahrlender

DONATIONS/FUNDING:

- Amazon Charity Spotlight: Christy
- Nusenda Sponsorship: Mario
- Subaru Share the Love Event (list of charities): Stephanie
- Target Circle Community Giving: Laura (link sent via email)
- LinkedIn Donate Button, Facebook Donate, GuideStar Donate Button – Sandra
- Consideration given to BNSF, Telco

State of NM LICENSE PLATE – CHD Awareness:

- NEED public entity to collect funds and distribute to Hole in the Heart. Options include the City of Albuquerque, NM Department of Health, Presbyterian Heart Group, UNM's Children's Heart Hospital

CHD ECHO Program:

- Website will need to offer the place for clinicians to sign up.
- Need a working session to setup a Google account so we can develop online forms (or modify Project Echo forms) and leverage file sharing with board members to stay organized and connected.
- Clinicians can submit case studies to be discussed on the site.
- Schedule of CHD Experts/Curriculum is assigned for all seven sessions.
- We would like to extend invitations to the NM Pediatric Society, Optum Pediatricians, NM Practitioner Society, IHS, NHS.
- Marketing materials needed to outreach to clinicians, create a flyer for this.
- One goal is to develop relationships and partnerships between primary care and specialists.
- We need to select and define metrics so we can demonstrate growth. For example, report on attendance.
- Sandra to share a sample video from another Project Echo session.
- Mock Session w/Project ECHO – February 16 10am – ZOOM
- Launch March-September 2023/once a month on a weekday between noon -1 PM MT (7 Sessions)
 - 20 minutes on presentation
 - 20 minutes on case study
 - 5 minutes for feedback

CHD Awareness Week:

- Project ECHO newsletter (paragraph by Jan. 17)
- Meet with NM Governor Lujan-Grisham, media NM Living
- The Daily Lobo (UNM Marketing/Communications Department)
- NMMI Newsletter

NM Activities Association/NFHS:

- Sent email to advocate for AAP: cardiac arrest screening questions; offered our relationship with CHD Cardiologists in lieu of name recognition on marketing/medical guidance to PCPs and parents.

FUTURE BOARD MEMBERS:

- Interested CHD Cardiologists, Pediatricians
- Parent Liaison
- Social Media Agent

F. Secretary's Report

Stephanie Avila

G. Treasurer's Report

Bob Fahrlander-Mario Avila

- Savings for CHD ECHO: \$3120
- Checking Balance: \$1515.96.18
- Expenses (\$51.22 – Starbucks/Facility Fee)
- Form 990 Tax Form: Bob Fahrlander to file

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.

2023 Elected Officers:

- President: Sandra Fahrlander
- Secretary: Stephanie Avila
- Co-Treasurers: Bob Fahrlander/Mario Avila

I. Transaction of other business mentioned in the notice

- New Board Members: Christy - Pediatrician
- NEED CHD Cardiologist, Pediatrician, PCP, Parent Advocate, Social Media Agent

J. Adjournment:

- Next Board Meeting: Saturday, February 4, 2023 10 am - noon