



**HEAL Business Meeting Minutes
September 20, 2023, 1:00 p.m. ET
Virtual via Zoom**

HEAL MEMBERS IN ATTENDANCE:

Board:

President, Kelly Ihejiawu

Vice President, Michelle Harvey

Treasurer, Becca Grysko

Secretary, Mindy Elliott

Social Media Coordinator, Debbie South

Member at Large, Kimberly Matthews

Member at Large, Beth Stuchell

Members:

Heather Wiselogle

Colin Carr, Nominating Committee

Kathy Kirkpatrick

Elaissa Hardy

Patty Dillhoff, Conference Planning Committee

Clairs McLoughlin

Megan Soliday

Keyana Williams

Marlo Senick

Paul Sonk

Samantha Shea

Sunday Twilegar, Nominating Committee

Latasha Sanders

Anneice Robin

Nicole Gutman, Conference Planning and
Nominating Committees

Kris Paulson

Shelly Goedde

Chris Stork

Kim Huber

Andrea Umamo

Susan Hemyari

CALL TO ORDER:

Kelly Ihejiawu called the meeting to order at 1:03 p.m. ET

BUSINESS:

- I. Secretary, Mindy Elliott, provided the minutes of the Business Meeting from May for member approval.
- II. Treasurer, Becca Grysko, provided an overview of the
 - A. 2022-23 Budget as detailed in below table. Total cash in all three accounts (Chase, Stripe, and PayPal) is \$131,948.79. Organization's income was \$52,968.46 and expenses totaled \$25,491.99

2022 – 2023 Fiscal Year Overview		
Category	Projected	Actual
Income	65,000	52,968.46
Expenses	65,000	25,491.99
Current Funds Available		
Account	Balance (as of 9/8/23)	Notes
Chase Business	127,045.94	
PayPal	4,475.35	
Stripe	427.50	
Total	131,948.79	

B. Operating Budget for October 1, 2022 – September 30, 2023 as detailed in the below table.

Treasurer noted Research/Editorial Retreat and Partnerships and Visibility line items did not incur any expenses during this fiscal year and will not have any expenses in 2023-24, so the budgeted amounts will be moved to marketing/website lines, to support the organization’s priorities in 2023-24.

In addition, the Diversity, Equity and Inclusion line item did not incur any expenses this fiscal year and will be removed from the future budget since this initiative has been integrated into all facets of the organization.

Operating Budget for October 1, 2022 – September 30, 2023				
Revenue		Projected	Actual	
Membership		\$10,000	\$10,040.21	
Conference (In Person)		\$50,000	36,381.83	
Sponsors		\$5,000	\$3,000	
Heal Store			\$296.42	
Other			\$3,250	
Total		\$65,000	\$52,968.46	
Expenses	Projected	Actual	Difference	Notes
Conference	\$41,000	\$7,867.98		
Website	\$5,000	\$12.00		
Marketing	\$2,000	\$69		Boosted Social Media Posts
Board Retreat	\$5,000	\$5,964.92		
Awards/Gifts	\$500	\$379.50		
Insurance	\$2,000	\$1,772.00		
Accounting Services	\$2,000	\$2,990.25		
Online Meeting Platform	\$500	\$413.42		Adobe & Zoom
Research/Editorial Retreat	\$2,000	\$0		
Partnerships & Visibility	\$500	\$0		
Continuity in Education Journal	\$3,000	\$3,113.15		
Diversity, Equity, & Inclusion	\$1,000	\$0		
PayPal Processing Fees		\$109.34		
Stripe Fees		\$1,092.99		
Misc	\$500	\$1,707.44		Charges from Printful
Total	65,000	\$25,491.99		

C. PROPOSED Budget for October 1, 2023 – September 30, 2024 as detailed in the below table.

Treasurer noted Marketing and Advertising line items includes a budget for website updates. Board retreat was increased due to inflation costs.

The Legal and Professional Services increased due to a likely increased cost for more complex tax filing: Small tax-exempt organizations are generally eligible to file Form 990-N to satisfy their annual reporting requirement if their annual gross receipts are normally \$50,000 or less. Form 990-EZ is required of organizations with annual gross receipts between \$50,000 and \$200,000.

Treasurer also noted there will be no research/editorial retreat nor partnership/visibility events scheduled during the 2023-24 fiscal year.

PayPal and Stripe processing fees have been consolidated into one line item.

PROPOSED Budget for October 1, 2023 – September 30, 2024				
Revenue		Projected		Actual
Membership		\$10,000		
Conference (In Person)		\$52,000		
Sponsors		\$5,000		
Heal Store		\$100		
Revenue from 2022-2023 FY		\$27,450		N/A
Total		\$94,550		
Expenses	Projected	Actual	Difference	Notes
Conference	\$61,000			
Marketing & Advertising	\$10,000			Includes website updates for improved functionality and new features
Board Retreat	\$7,500			Board Retreat budget was increased due to inflation costs
Awards/Gifts	\$500			
Insurance	\$2,000			
Legal & Professional Services	\$5,000			Anticipating increased costs for tax filing *
Office Supplies and Software	\$500			
Research/Editorial Retreat	\$0			There will be no research/editorial retreat during this fiscal year.
Partnerships & Visibility	\$0			There will be no partnership/visibility events during this fiscal year.
Continuity in Education Journal	\$3,000			
Processing Fees	\$2,000			Includes fees accrued due to PayPal and Stripe transactions
Total	91,500			

*Notes. \$27,476.47 was generated in revenue during the 2022-2023 fiscal year. We are proposing to utilize a portion of this money to improve website aesthetics and functionality, increase member engagement, and enhance membership offerings.

* Notes. Small tax-exempt organizations are generally eligible to file Form 990-N to satisfy their annual reporting requirement if their annual gross receipts are normally \$50,000 or less. Form 990-EZ is required of organizations with annual gross receipts between \$50,000 and \$200,000.

D. Treasurer reviewed the HEAL Membership data as detailed in the below table. Currently, there are 189 HEAL members, which is 10 more members since the last Business Meeting in May 2023.

Membership Type	2022-2023 (as of 5.5.2023)	2023-2024 (as of 9.18.2023)
HEAL Professional Membership	171	179
HEAL Student Membership	4	5
HEAL Parent Partner Membership	1	1
HEAL Retired Professional Membership	3	4
HEAL Total Members	179	189

- III. President, Kelly Ihejiawu, reviewed the organization's accomplishments in 2022-23
 - A. Began creating a database of all children's hospitals in the US
 - B. Created the HEAL Store, an online store providing HEAL members the opportunity to purchase t-shirts, sweatshirts and other branded items.
 - C. EdChats provided online throughout the year
 - D. Virtual conference in April 2023 with live and on-demand options

President reviewed the organization's goals for 2023-24, which are focused on what will move the organization forward:

- A. Marketing focused on increasing membership and enhancing member offerings
- B. Increase partnerships to support the in-person conference
- C. Generate revenue to support organization efforts
- D. Update the website for improved functionality and new features
- E. Create regional meet ups
- F. Explore certification for Hospital Teachers
- G. Continue with EdChats
 - a. At least six EdChats are planned for this year; three of them will have a \$15 charge.

President then reviewed the many opportunities for members to get involved in the organization including committees and presenting at the conference or an EdChat.

IV. Vice President, Michelle Harvey, reviewed a new HEAL collaboration with a conference sponsor, LATE Clothing

- A. LATE Clothing was created by the family of Lalia, who received care for a TBI at Children's Hospital Los Angeles in 2020 and was provided academic support by the Education Specialist in the hospital. Lalia, now a ninth grader, her family and her Education Specialist will be speaking at the HEAL Conference in May 2024.
- B. LATE has created a HEAL zip-up sweatshirt which will be sold prior to and at conference. Proceeds of the sales will be given to HEAL.

V. President, Kelly Ihejiawu, and Member at Large, Kimberly Matthews, reviewed the consent agenda for the [HEAL Proposed Bylaw Changes](#). All proposed changes were reviewed in detail giving rationale for the change. It was noted that these bylaws incorporate a new Board role, President-Elect, beginning with the 2024 election; consequently, the current board members' tenure will be extended by one year (through May 2025) to allow for the introduction of the President-Elect role.

NOTE: Although the bylaws discussion in the meeting included accurate and clear information on the election years for President-Elect (even years) and all other directors (odd years), the HEAL Bylaws Consent Agenda document sent to membership ahead of the meeting had two typos listing the incorrect election years for the director roles.

VI. President, Kelly Ihejiawu, announced upcoming events including two EdChats and the conference in May 2024. Call for Presentation submissions for the 2024 conference are due October 6.

VII. Social Media Coordinator, Debbie South, announced the winner of the t-shirt from a drawing of all members present.

MOTIONS:

1. Moved by Michelle Harvey and seconded by Debbie South to accept the Business Meeting minutes from May 11, 2023.

The motion carried with 14 in favor, 0 opposed, and 14 abstained.

2. Moved by Becca Grysko and seconded by Kimberly Matthews to accept the 2023-24 proposed budget for the fiscal year..

The motion carried with 19 in favor, 0 opposed, and 8 abstained.

3. Moved by Michelle Harvey and seconded by Debbie South to accept the proposed bylaw changes as presented in the consent agenda.

The motion carried with 20 in favor, 0 opposed, and 7 abstained.

ADJOURNMENT:

Meeting was adjourned at 1:45p.m. ET. by Kelly Ihejiawu.

Minutes submitted by Mindy Elliott, Secretary.