



**Minutes of the Meeting of the Board of Directors**  
**Friday, March 15, 2019**  
**Arlington, VA**

**Board Members Present**

Adrienne Kennedy, President	Jim Hayes	Micah Pearson
Lacey Berumen	Shirley Holloway (via Skype)	Barbara Ricci
Joyce Campbell	Carlos Larrauri	Carrie Roach
Charma Dudley	Amanda Lipp	Dave Stafford
Vanessa Fernandes	Stacey Owens	

**Board Members Absent**

Jackie Martinez (excused)  
Steve Pitman (excused)

**Staff Present**

Mary Giliberti	Susan Gaffney	Bob Scott
David Levy	Katrina Gay	Kelly Griffin
Heidi Guglielmino	Will Jarred	

**Call to Order**

Board President Adrienne Kennedy called the regular meeting of the NAMI Board of Directors to order on Friday, March 15, 2019 at 12:18 p.m. in the NAMI Office.

A quorum was declared present.

Adrienne Kennedy opened the meeting by introducing the Group Agreements that were determined at the November meeting – they were read into the meeting by the board.

**Consent Agenda**

Upon motion by Carrie Roach, seconded by Jim Hayes, the consent agenda was approved unanimously.

1. Minutes, NAMI Board of Directors' meeting, November 16-17, 2018
2. Minutes, NAMI Board of Directors' special meeting, January 17, 2019
3. Minutes, NAMI Board of Directors' special meeting, January 29, 2019
4. Minutes, NAMI Board of Directors' executive committee meeting, December 13, 2018
5. Minutes, NAMI Board of Directors' executive committee meeting, January 3, 2019
6. Minutes, NAMI Board of Directors' executive committee meeting, January 7, 2019
7. Minutes, NAMI Board of Directors' executive committee meeting, January 10, 2019
8. Minutes, NAMI Board of Directors' executive committee meeting, February 14, 2019
9. Quarterly Reports – contained in Quarterly Reports on the Board Portal:
  - a. President's Report \*
  - b. Chief Executive Officer's Report \*
  - c. Council Reports \*
10. Committee Reports & Committee Reports of Conference Calls – all Committee reports are contained in the relevant **Committee's section** of this binder

- a. Development Committee:
- b. Finance & Audit Committee:
- c. Governance Committee:
- d. Planning Committee:
- e. Policy Committee:

Conflict of Interest forms were signed.

### **President's Report**

Adrienne Kennedy, President, expressed her appreciation for the strides forward made by the Board in their efforts around board development and continued growth as an effective body. She spoke to the board about the progress of NAMI's movements towards becoming more data-driven – not just gathering data, but using it to drive NAMI. She highlighted the plan to reach out to committee chairs to work on creating Chair Notebooks as she will be doing for her role of President to assist with the onboarding of leaders in the next year. She also spoke about her work in the state of Texas related to criminal justice reform. There will be a session at Convention devoted to criminal justice reform: Celebrating Advancements: When the Judiciary Becomes Mental Health Advocates. External Partners currently include TX Judicial Commission on Mental Health, and Meadows Mental Health Policy Institute who is underwriting a Celebration Dinner.

### **Salesforce Implementation**

Heidi Guglielmino, Director, Data Integration, NAMI, announced that NAMI360 *Powered by Salesforce* went live on February 19. The SF team was able to transfer all needed files from the previous system and is currently engaged in data cleanup. Since transfer they have been working through the expected fine-tuning of some technical aspects related to properly capturing membership transactions and the proper display of program/program leader records. They have also identified areas where more effective display of NAMI information or additional training and help resources will make it easier for users to interact with the system. The SF team plan to take advantage of pro bono support offered by Salesforce to add new features and help refine the existing system, and are eager to see how the better quality information available in the new system will help NAMI grow and improve.

### **Web Refresh**

Will Jarred, National Director, Marketing and Communications, NAMI, presented the plans and status of the upcoming web refresh. He provided a virtual walk-through of the new web platform. Key changes will be focused on better streamlined navigation.

### **Special Session: Report from Dispute Resolution Workgroup**

Joyce Campbell, DRW Chair, introduced the recommendation of the workgroup to launch termination processes for 22 affiliates who did not meet the final deadline for re-affiliation. She briefly reminded everyone of the process that was undertaken to reach this decision which was discussed at the January special meeting.

Upon motion by Joyce Campbell, second by Jim Hayes, the board unanimously approved the termination of the following affiliates:

- California
  - NAMI Chino Valley
  - NAMI Lassen County
- Colorado
  - NAMI Adams
  - NAMI Aurora
- Connecticut
  - NAMI Newington

- Louisiana
  - NAMI Monroe
  - NAMI Terrebonne
- Massachusetts
  - NAMI South Norfolk
- Michigan
  - NAMI Delta County Chapter
  - NAMI Mecosta County
  - NAMI Muskegon-Shair
  - NAMI of Jackson/Hillsdale Counties
  - NAMI of Oakland County
  - NAMI of the Blue Water
  - NAMI Shiawassee
  - NAMI Southwestern Michigan
  - NAMI Tri-County AMI of Saginaw County
  - NAMI Tri-County Bay Co
- Minnesota
  - NAMI Forensic Network/MN
- Mississippi
  - NAMI Gulf Coast, MS
- New York
  - NAMI Greene County NY
  - NAMI Harlem NY

At 1:28 p.m., the board adjourned for a Meet and Greet with office staff and a recognition of the accomplishments and effort that were put into the Re-Affiliation process.

At 2:10 p.m., the board reconvened.

### **Strategic Planning Pre-Brief**

Kelly Griffin, Director, Field Resource Development, NAMI, prepped the Board for the strategic planning work they will be doing on Saturday. In her presentation, she covered the background, progress to date and essential next steps.

At 3:00 p.m., the board broke out to afternoon committee meetings.

There being no further business of the Board, the meeting was adjourned for the rest of the day.



**Minutes of the Meeting of the Board of Directors  
Saturday, March 16, 2019  
Arlington, VA**

**Board Members Present**

Adrienne Kennedy, President	Jim Hayes	Steve Pitman (via Skype)
Lacey Berumen	Carlos Larrauri	Barbara Ricci
Joyce Campbell	Amanda Lipp	Carrie Roach
Charma Dudley	Stacey Owens	Dave Stafford
Vanessa Fernandes	Micah Pearson	Shirley Holloway (via Skype)

**Board Members Absent**

Jackie Martinez (excused)

**Staff Present**

Mary Giliberti	Susan Gaffney	Bob Scott
David Levy	Katrina Gay	Kelly Griffin
Heidi Guglielmino	Will Jarred	

The Chair called the 2<sup>nd</sup> day of the meeting to order at 1:09 p.m.

**Chief Executive Officer's Report**

Mary Giliberti, Chief Executive Officer, was joined by NAMI staff as part of her report.

David Levy, CFO, introduced the first set of NAMI's Organizational Goals and Health dashboards. The health dashboard currently reflects a large number of metrics to reflect NAMI's areas of growth and impact. The goals dashboard reflects the progress of a series of tasks/goals that are included in the current strategic plan. This is the first iteration of the dashboards, and feedback and suggestions from the Board are encouraged.

Will Jarred, National Director, Marketing and Communications, spoke to the board about various marketing and communications projects. He described the "Why Care?" messaging that NAMI will be adopting and promoting throughout the organization in this next year. He next addressed the Ken Burns/WETA project – 24-month rollout of materials related to mental health awareness to schools as a lead-in to 3 films that ... He then presented the 2019 internal communications plan – emphasis is on leadership roles, optimization of communication tools, cross-functional collaboration, focus on the mission and new vision, ongoing communication, fueling staff engagement.

Both the new HR Director and the Chief Operating Officer have been hired. Helios, the HR contractor, will stay on for a short time to complete some specific projects that were set for her and to also onboard Lisa Lewis. An interim COO, Anna Prow, has been hired to review current policies, the communications plan and the strategic plan.

Upon motion by Micah Pearson, second by Dave Stafford, the board moved into Executive Session at 1:41 p.m.

Upon motion by Dave Stafford, second by Micah Pearson, the board returned from Executive Session at 2:18 p.m.

At 2:20 p.m. the board adjourned for an afternoon committee meeting.

At 3:34 p.m. the board reconvened.

**Special Session – 2019 Convention and Board Leadership**  
**NAMI Operational Changes to Committee Changes for 2019**  
**Board Open Mic/Networking Sessions**

Susan Gaffney reminded the Board that the roundtable idea last year did not see a strong reception and was poorly attended. During discussion with the Convention Planning Workgroup, it was proposed that this year's open mic is presented with the focus on Diversity & Inclusion as the main topic. The decision is a listening session with board members clustered together for conversations with members who want to engage with specific invitations to the four special interest networks.

**NAMI Awards at Convention**

Nominees for various awards at the Convention were discussed. By vote, the following awards will be offered to the following recipients:

- Distinguished Service Award - Robert K. Heinsen
- Lionel Aldridge Champions Award - Mauro Ranollo, "Bipolar Rock and Roller"
- Outstanding NAMI Member Award - The individual, affiliate and state organization members of Pennsylvania
- Richard T. Greer Advocacy Award - Matthew Shapiro
- Sam Cochran Criminal Justice Award - Judge William J. Boyce
- Young Leader Award - Diana Chao
- Multicultural Outreach Award - Lorenzo Lewis and the Confess Project
- Rona and Ken Purdy Award - Taraji P. Henson
- Outstanding NAMI State Organization – NAMI Washington (see note in Committee of the Whole)
- Outstanding NAMI Affiliate – NAMI Fox Valley (WI) (see note in Committee of the Whole)

**Committee of the Whole**

**Committee Recommendations for Board Action**

Joyce Campbell, Jim Hayes, Shirley Holloway, Amanda Lipp and Steve Pitman, left the meeting prior to any votes that occurred during Committee of the Whole.

*Governance Committee*

**Approve for re-affiliation:**

- NAMI Northern Illinois [Model A]
- NAMI Four Seasons (NC) [Model A]
- NAMI Central Shenandoah Valley [Model A]
- NAMI Sauk County (WI) [Model A]

COMMITTEE MOTION, NO SECOND REQUIRED  
MOTION APPROVED; TEN MEMBERS PRESENT

**Approve for re-affiliation:**

- NAMI Grayson, Fannin and Cooke Counties (TX) [Model A]
- NAMI Midland (TX) [Model B]
- NAMI Wichita Falls (TX) [Model A]

COMMITTEE MOTION, NO SECOND REQUIRED  
MOTION APPROVED; EIGHT MEMBERS PRESENT, ADRIENNE  
KENNEDY, VANESSA FERNANDES ABSTAINED

**Approve Outstanding NAMI State Organization Award**

NAMI Washington is recognized as the Outstanding NAMI State Organization Award recipient.

COMMITTEE MOTION, NO SECOND REQUIRED  
MOTION APPROVED; TEN MEMBERS PRESENT

**Approve Outstanding NAMI Affiliate Award**

NAMI Fox Valley (WI) is recognized as the Outstanding NAMI Affiliate Award recipient.

COMMITTEE MOTION, NO SECOND REQUIRED  
MOTION APPROVED; TEN MEMBERS PRESENT

The meeting was adjourned at 5:24 p.m.

Respectfully submitted,

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David Stafford, Secretary  
NAMI Board of Directors 2018 - 2019

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Adrienne Kennedy, President  
NAMI Board of Directors 2018 - 2019

Approved by the Board of Directors on \_\_\_\_\_