

# HEART 201 Meeting Minutes



May 7, 2020 | 2:00 PM | Conference Call

Type of meeting Quarterly  
Facilitator Rob Wright, President

Board Members  
Rob Wright, Brian Moretti, Carol Prussman, Sandy Booth, Tom Murphy, Bill Betourne, Peg Betourne

Others Present  
Conference call was limited to board members.

## TOPICS

### Topic 1 Club Business

President Rob Wright, who was elected at the annual meeting, introduced himself and the other new board members, Brian Moretti, Vice President and Sandy Booth, Director of Communications.

Minutes from the February, 2020 meeting were approved by the board. The minutes are posted on the Dunedin AED website ([link](#)).

Due to social distancing required amid the COVID-19 pandemic, a conference call was held in lieu of the regular meeting typically held at Rohan Rec Center. Only HEART 201 board members attended the call.

Treasurer Carol Prussman presented the Treasurer's report. As of May 1, 2020, the checking account balance is \$4,679.15 and the savings account balance is \$1,481.89 for a total balance of \$6,161.04.



treasurer's report  
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### Topic 2 Director Reports

Director of AED Maintenance Bill Betourne reported the AED units appear to be in good working order.

Director of Responders Tom Murphy reported that we lost 2 responders and now have 17 responders in 16 households. Tom notified Ready Alert of the changes.

All training was postponed due to the COVID pandemic. Face masks and disposable gloves were made available to all responders. In the event of a callout, Tom will bring extra masks and gloves with him to the callout location.

Tom explained that our responders are trained but not certified, which means it is recommended they receive training every 2 to 3 years, but it is not a requirement. Most of our responders were trained just over two years ago. Since training requires close contact, Tom will re-assess the COVID situation in June to determine when he can resume training.

### Topic 3 New Business

At a previous meeting, block captain Ray Horbert had requested we formalize the policy that block captains should follow for soliciting donations from new residents. What is our expectation for when and how much a new resident should be asked to contribute to HEART 201 funding?

Brian Moretti recently spoke with Ray and will speak to other block captains to hear their thoughts and concerns on the topic, and then will recommend verbiage for the policy. Rob recommended no solicitations outside of the three year cycle, but also recommended block captains approach new residents to inform them of HEART 201 and let them know that solicitations will be forthcoming.

The topic led to a discussion about our intention for fundraising. Should we continue soliciting door to door every three years or should we add other fundraising options such as 50/50 raffles?

Peg explained that the previous board had several discussions about fundraising. Some board members thought we should make fundraising more fun and engaging. Others thought the time and effort needed to coordinate a fundraiser is much less efficient than door to door soliciting.

Brian said he believes everyone should contribute to HEART 201, not only those who would attend a social gathering type of fundraiser or who buy 50/50 tickets.

Rob spoke with Murry who runs another Dunedin AED group. They hold bi-annual fundraisers that are well attended by residents.

Rob said that while door to door solicitation has worked, he believes there is an opportunity to also raise awareness for our AED program.

Rob said making a presentation at some Flamingo monthly socials, for example, would help to raise awareness. Brain offered to talk with Carol Horbert, who coordinates the Flamingo socials, and get her thoughts on allowing us to occasionally do a presentation.

Rob said another opportunity for raising awareness would be to create and send out a newsletter. Sandy thought a well-organized, bulleted email highlighting aspects of our program might be more advantageous than a newsletter. Rob asked Sandy to include in the email the names of our responders and block captains so that residents know who our volunteers are. Sandy will send an email to all board members by June 15 to get our topics to include in the email and will plan to send it to residents on July 1, 2020.

Rob acknowledged Kim and Paul Dix from Nation Court for their donation of 50 face masks for HEART 201 responders. And he acknowledged Linda McElmurry for making face masks for our responders. All were sent letters of appreciation.

### **Conclusions:**

Tom will re-assess in June whether or not to resume responder training sessions.

Brian will speak with block captains and make a recommendation about a policy for soliciting new residents.

Brian will speak with Carol Horbert about allowing HEART 201 to present at future Flamingo monthly socials.

Sandy will solicit board members by June 15 for items to include in the July 1 email to all Dunedin 201 residents. The intention of the email is to raise awareness of our AED program.

Tabled additional discussion on whether to have additional fundraising events and/or events to raise awareness.

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### **Topic 4 Next Meeting**

Our next quarterly meeting will be August 6, 2020. HEART 201 has a reserved meeting room at Rohan Rec Center for August and November. Rob will submit the request to reserve the room for our meetings in 2021.

In the event we still cannot meet in person by the next meeting, Rob is looking into using a meeting program or application such as Google Meet, which will allow us to also share and view documents.