



*To assure access to quality health and wellness care to the residents and workforce
of the Greater Williamsburg Community*

Board of Directors Meeting
12/15/2025 | 4:00 PM

- 1) Call to Order and Attendance | Dr. Rebecca Bruhl, Board Chair
- 2) Consent Agenda | Dr. Rebecca Bruhl, Board Chair
 - a) Board of Directors Minutes | November 17, 2025
 - b) Governance & Nominating | December 3, 2025
- 3) State of the Facility Reports | Mr. Aaron Thompson, Executive Director
 - a) Clinical Update | Kendra Robinson, NP
 - b) Business Office | Jacob Cooper
 - c) Operations | Maggie Beamon
 - d) Dental | Dr. Modeste
 - e) Marketing & Communications | Michelle Williams
 - f) Communication & Development | Susan Dunn
 - g) Grants & Development | Sara Lewis
- 4) Committee Reports
 - a) Finance Committee | Melissa Tucker, CPA, Chair
 - b) Governance & Nominating | David Aday, Chair
 - c) Planning & Performance | Scott Herr, Chair
 - d) Events & Outreach | Terry Moran, Chair
- 5) New Business
- 6) Next Board Meeting | January 26, 2026
- 7) Adjourn



Board of Directors Meeting
November 17, 2025 | 5:00PM

Members Present	Members Absent	Staff Members Present
Becca Bruhl, DrPH, MPH, MEM Rashid Jones, MBA Melissa Tucker, CPA David Aday, PhD R. Scott Herr Terry Moran Karen Stokes, MSN-RN John McGlennon Heather Modispaw Brian Fuller Chief Larry Snyder	Ron Kirkland Cris Becerra Robin Nelhuebel, PhD, MSN, RN, RT(R) Cornelius Powell, MD, MBA, CHCQM-PSRM Henry Ranger, PharmD Randy Walton, PHD Doug Holroyd Ayanna Williams	Aaron Thompson Kendra Robinson, NP Dr. Lorenzo Modeste Jacob Cooper Michelle Williams Susan Dunn

1. Call to Order and Attendance | Dr. Rebecca Bruhl, Board Chair
2. Consent Agenda | Dr. Rebecca Bruhl, Board Chair
 - a. Board of Directors Minutes | September 22, 2025
 - i. Change the agenda to reflect that the consent agenda for the Board Meeting was October 27, 2025
 - b. Finance Meeting | November 10, 2025
 - c. Executive Meeting | November 10, 2025
 - i. **A motion to accept the Consent agenda by Dr. David Aday and seconded by John McGlennon, the motion passed.**
3. State of the Facility Reports | Mr. Aaron Thompson, Executive Director
 - a. Facility Update | Mr. Aaron Thompson
 - i. Announcement of Towne Bank donation.
 - ii. Cherry Bekaert presented their official audit review.
 - iii. York County grant has been submitted.
 - iv. Announcement of Bacon Street closing and MOU termination.
 - v. Attended the Let Freedom Ring Gala and was able to connect with former board members.

- vi. A board member had a question about the metrics on the dashboard regarding telehealth and how it works. Mr. Thompson addressed and NP Robinson confirmed.
- b. Clinical Update | Kendra Robinson, NP
 - i. Continuing working with Kiara Robinson from CBH to utilize as a resource.
- c. Business Office | Mr. Jacob Cooper
 - i. No questions or additions to the report from the board report.
- d. Operations | Ms. Maggie Beamon
 - i. No questions or additions to the report from the board packet.
- e. Dental |Dr. Modeste
 - i. No questions or additions to the report from the board packet.
- f. Marketing & Communications | Ms. Michelle Williams
 - i. Reminder of the Giving Tuesday fundraiser.
- g. Communication & Development | Ms. Susan Dunn
 - i. Reminder of GKAS needing volunteers.
- h. Grants & Development | Ms. Sara Lewis
 - i. 6-month plan forthcoming.

4. Committee Reports

- a. Finance Committee | Ms. Melissa Tucker, CPA, Chair
 - i. Nothing of note from the information presented in the board packet.
 - ii. The finance committee “MOVED” that the board vote to transfer \$275,000 from the endowment to offset the expenses incurred due to the cybersecurity challenges.
 - 1. A motion was made by Scott Herr and seconded by Dr. David Aday to approve the transfer of \$275,000 from the endowment to cover cyber security costs. The motion carried.
- b. Governance & Nominating | Dr. David Aday, Chair
 - i. Board self-assessment
 - 1. Some responses have been received, those that have not responded please do so as soon as possible.
 - ii. Patient Advisory Committee
 - 1. Working on contacting those that were interested to begin forming this committee.
 - iii. The committee still working on succession planning.
- c. Planning & Performance | Mr. Scott Herr, Chair
 - i. Tracking progress on acquiring Epic, Press Gainey, and Grants and Development 6-month plan.
 - ii. Metrics will be presented to the board quarterly.
- d. Events & Outreach

- i. Ron Kirkland will be contacting other hotel/motel and restaurants about donating.
- ii. Would like to push non-cash gifts and getting into community meetings to discuss with residents.
- iii. Looking at making Olde Towne's story more visible and personal.

5. Next Board Meeting | December 15, 2025 (Date & time, 4:00 pm to accommodate the holiday).

6. Adjournment

- a. A motion to adjourn was made by John McGlennon and seconded by Karen Stokes, and the motion was approved by the board.



Olde Towne
Medical & Dental Center

Governance & Nominating Committee Meeting
Date | 5:00PM

Members Present	Members Absent	Staff Members Present
David Aday, Chair Becca Bruhl John McGlennon Cornelius Powell		Aaron Thompson Susan Dunn

1. Call to Order & Attendance
2. Approval of Minutes | October 1, 2025
 - a. The approval of minutes was completed at the October 27, 2025 Board of Directors regular meeting.
3. Board composition and succession
 - a. Are board membership expectations sufficiently clear - especially concerning representation?
 - i. What are priorities in member replacement?
 1. What qualifications to look for in new board members.
 - a. Specifically, treasurer, chairperson, larger corporations, and additional patient representation.
 - ii. Do we need more representation from hospitals systems, specifically from Newport News hospital systems? Will this representation be needed on the board, or is engagement with these systems enough?
 - iii. Most important is the qualifications and dedication of the members.
 - b. Is there a problem in expiration groupings?
 - i. Preferably only 3 replacements per year.
 - ii. The committee would like to find a candidate for the current vacant position immediately and add 2 more with the new fiscal year.
 - c. Are we at the right size?
 - i. To compare Sentara has 12-15 board members and Lackey is a similar size.
 - ii. Some committees are small, and the bylaws state that there should be a vice chair on some committees, should this be addressed?
 1. This would help with succession planning.

2. One worry is that are not enough board members to cover all of the committees.
 - a. One possibility to address this would be to use jurisdictional alternates on committees.
 - b. Also, non-board members can also be on certain committees.
- d. Executive staff succession
 - i. Create clear succession plan of what would be needed for Executive Director as well as Clinic Director, etc.
 - ii. Aaron and David will meet to discuss specifics.
- e. The next step is for David to write out these items in a clear manner the committee to begin to work through addressing each area.

4. Board self-assessment: 11 responses to date
5. Progress on PAC development:
 - a. David is getting ready to send out notifications to the interested patients.
 - b. Meeting frequency
 - i. Quarterly meetings is a good frequency, but possibly set aside additional time for orientation.
 - c. First meeting agenda ideas
 - i. Intro and orientation
 - ii. Discuss what we are thinking the committee will tackle.
 - iii. Would like them to work on what should be on a patient satisfaction survey or think about the problem of no shows and late arrivals and what they think would be an effective strategy to improve this.
 - d. Budget
 - i. There be a budget to supply snacks and drinks and for transportation needs.
6. Next Meeting | February 4, 2026 at 5:00PM
7. Adjournment

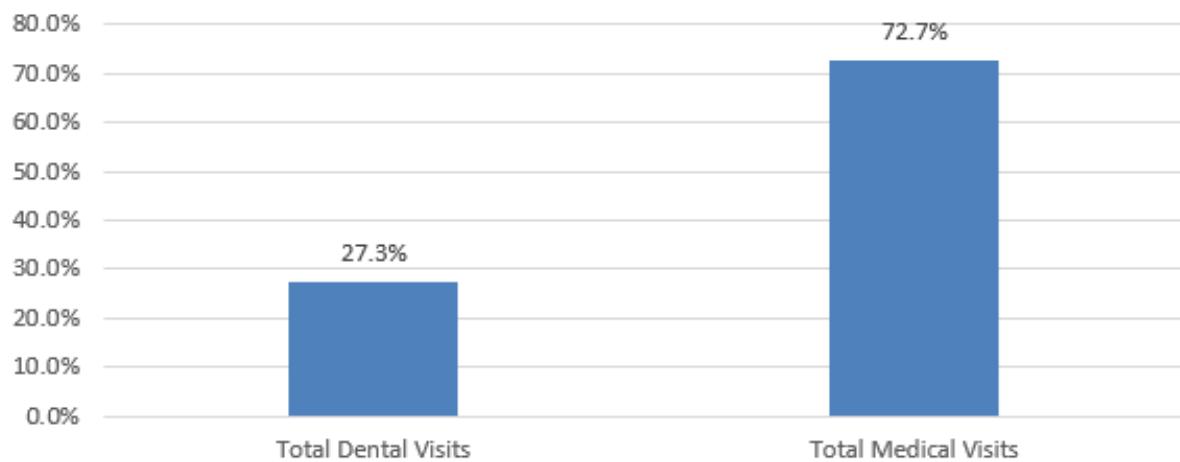
November 2025 CSR Dashboard

Balanced

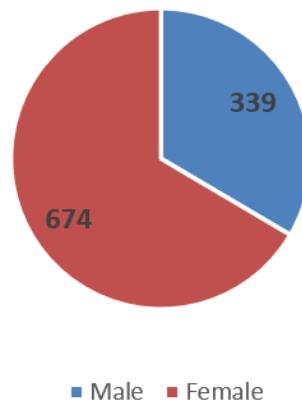
November 2024 November 2025 Variance

	November 2024	November 2025	Variance	
Total Patients	771	752	▼ (19)	-2%
Total Visits	1,004	1,013	▲ 9	1%
Visits per patient	1.30	1.35	▲ 0.04	3%

OTMDC Visit Ratio



OTMDC Visits by Type Gender



NUMBER OF CLIENTS SERVED

Category	November 2024	November 2025	Ratio
Total Dental Visits	243	277	27.3%
Total Medical Visits	761	736	72.7%
Total Visits	1,004	1,013	

GENDER

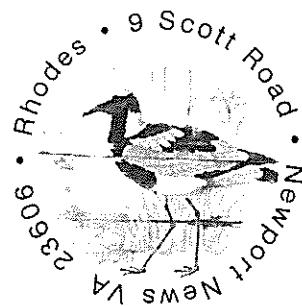
Gender	November 2024	November 2025	Ratio
Male	339	339	33.5%
Female	665	674	66.5%
	1,004	1,013	

AGE

Age Groups	November 2024	November 2025	Ratio
0-11 Months	1	10	1.0%
1-11 Years	55	26	2.6%
12-18 Years	34	58	5.7%
19-35 Years	234	269	26.6%
36-64 Years	540	492	48.6%
65+ Years	140	158	15.6%
	1,004	1,013	

HEALTH INSURANCE			
Insurance Category	November 2024	November 2025	Ratio
Uninsured	543	592	58.4%
Medicaid/MCO's	244	133	13.1%
Medicaid Dental	77	101	10.0%
Medicare	35	19	1.9%
Dual Eligible Medicare	1	15	1.5%
Commercial Ins.			
Anthem/Optima/CIGNA	91	95	9.4%
VA Benefits	1	0	0.0%
Healthcare Exchange	0	0	0.0%
Other	12	58	5.7%
	1,004	1,013	

LOCALITY				
Location	November 2024	November 2025	Ratio	Cumulative %
James City County	578	563	55.6%	55.6%
City of Williamsburg	149	168	16.6%	72.2%
City of York	112	104	10.3%	82.4%
Charles City	3	3	0.3%	82.7%
Gloucester	19	14	1.4%	84.1%
King Queen	10	5	0.5%	84.6%
New Kent	11	15	1.5%	86.1%
Newport News	64	84	8.3%	94.4%
Hampton	8	10	1.0%	95.4%
King William	25	23	2.3%	97.6%
Richmond	-	1	0.1%	97.7%
Surry	5	7	0.7%	98.4%
Other	20	16	1.6%	100.0%
	1,004	1,013		



Nov. 16, 2025

OLDE TOWNE MEDICAL AND DENTAL CENTER

C/o MR. AARON THOMPSON CEO AND EXECUTIVE DIRECTOR

RE: 11.13.2025 Va Gazette ARTICLE ON YOUR EMERGENCY
FUNDRAISER.

DEAR MR THOMPSON,

I HAVE SENT ARTICLES, ETC. ABOUT YOUR CENTERS
GOOD WORKS FOR THE COMMUNITY FOR YEARS. SORRY
ABOUT YOUR CYBERSECURITY EVENT.

MY WIFE AND I ARE RETIRED SENIORS IN OUR MID 80'S
AND LIFE LONG NATIVES OF NEWPORT NEWS - WE ARE ALWAYS
INTERESTED IN OUR WILLIAMSBURG GENERAL AREA NEIGHBORS!

OUR SMALL CONTRIBUTION OF \$100⁰⁰ IS ENCLOSED.

WISH IT COULD BE MORE.

BEST WISHES FOR YOUR FUNDRAISER TO GROW
WELL ABOVE \$15000.

Respectfully

Charles & Sally
Rhodes

Charlie & Sally Rhodes
9 Scott Road
Newport News, VA 23606 - 2130



Robyn S. Leavy
Executive Director

November 14, 2025

Aaron Thompson, Executive Director
Olde Towne Medical & Dental Center
5249 Olde Towne Road
Williamsburg, VA 23177

Dear Mr. Thompson,

I am pleased to inform you that the Board of Directors of TowneBank Foundation has approved a grant to Olde Towne Medical and Dental Center (OTMDC) in the amount of \$75,000. This grant is being made specifically in support of upgrades to OTMDC's technology infrastructure.

This grant will be payable in one installment payment of \$75,000 in March of 2026. As with all of its grants, TowneBank Foundation reserves the right to review annually, for purposes of continuation, any of its grants and/or commitments.

Please send an invoice for payment to my attention at the address listed below approximately 30 days before it is due.

We are delighted to partner with OTMDC on this critical investment. Enhancing your technology systems will strengthen data security, protect patient privacy, and modernize care delivery across your organization. These upgrades will further empower your team to continue providing safe, high-quality care to thousands of uninsured and underinsured patients while safeguarding the sensitive information entrusted to you every day.

On behalf of Bob Aston, Alexis Swann, Amanada Ulishney, and our entire TowneBank family, it is my pleasure and privilege to provide this grant award to OTMDC along with our sincere wishes for your continued success and lasting impact in the community.

Sincerely,

A handwritten signature in black ink, appearing to read "Robyn Leavy".

Robyn S. Leavy
Executive Director

Aaron Thompson

From: Layer 9 Project Team <proservices@layer9it.com>
Sent: Tuesday, December 9, 2025 2:09 PM
To: Aaron Thompson
Cc: Jacob Cooper
Subject: Project Ticket#2263913/Olde Towne Medical Dental Cen/Hardware Replacement -- has been updated

--REPLY above this line to respond--

This project ticket has been updated by Tammy Funk

Tammy Funk 
12/9/2025 2:09 PM

Good afternoon,

We have received payment and have already begun the procurement process.

Once we receive everything, someone from our project team will be in touch to coordinate the next steps. Please let us know if you need anything else in the meantime.

Thank you!

Tammy Funk

Summary:

Hardware Replacement

Status: Waiting on parts
Project Ticket 2263913
Project: Hardware Replacement
Phase: Phase 1
Company: Olde Towne Medical & Dental Center
Contact: Aaron Thompson
Phone: (757) 259-3258
Address: 5249 Olde Towne Road Williamsburg
Williamsburg, VA 23188

Discussion

Tammy Funk 
12/9/2025 2:09 PM

Aaron Thompson

From: Amy Yarcich <ayarcich@rxpartnership.org>
Sent: Tuesday, December 9, 2025 2:55 PM
To: Tracey van Marcke; Amber Martens; Arlene Armentor
(aarmendor@GMCARECLINIC.COM); Kendra Robinson, FNP; Aaron Thompson; Mary
Beth Moody
Subject: Fw: WHF Grant Award

GREAT NEWS!

On behalf of the Williamsburg Health Foundation, I am pleased to inform you our Board of Trustees approved the grant request from Greater Williamsburg Community Health Alliance for the *Greater Williamsburg Community Health Alliance (GWCHA)* program in the amount of \$50,000. The Foundation is pleased to continue support of the GWCHA through its implementation phase as detailed in the updated proposal sent to the Foundation by Amy Yarcich on 11/14/25. We are very excited to support GWCHA's important work!

Please note these important deadlines below for your approved grant.

1. Grant Agreement: A grant agreement will be ready for your digital signature by Wednesday, December 10. You will receive the grant agreement in a link via DocuSign. It is possible the email may go to your spam folder. Please review and sign the document, and then DocuSign will send you a final signed copy.

2. Bank Information Confirmation: Please provide your organization's bank information using the following link to your grant portal: <https://link.williamsburghhealthfoundation.org/GrantPortal>. Once in your portal, you will see a link to "Bank Information" associated with this grant application. (The link to "Bank Information" will be active in your portal later this afternoon.) Please complete and submit the "Bank Information" application by December 15.

3. Bank Transfer: A bank transfer will take place after the signed agreement and banking information confirmation have been received.

Again, congratulations on your successful grant application. Thank you for all you do to make our community a healthier one, and we look forward to our partnership in the coming year!

With kind regards,
Bill

Bill Pribble
Vice President of Programs
Williamsburg Health Foundation
4801 Courthouse Street, Suite 200

To: Aaron Thompson <athompson@otmdc.net>
Subject: RE: [External]RE: Dec 26

I believe we will need OTMDC Board confirmation. Are you able to get that from your Board?

3

Jessa Guinn, SHRM-CP
Human Resource Manager

Williamsburg, VA 23185

P: 757-253-6617

F: 757-253-6878

Jessa.Guinn@jamecitycountyva.gov

We work in partnership with all citizens to achieve a quality community.
We value integrity, collaboration, excellence, and stewardship.

From: Aaron Thompson <athompson@otmdc.net>
Sent: Thursday, December 11, 2025 12:10 PM
To: Jessa Guinn <Jessa.Guinn@jamecitycountyva.gov>
Subject: [External]RE: Dec 26

That is great. Thank you!

We will act accordingly.

2

Regards,

Aaron L. Thompson, MBA, CRHCP, CMR
Executive Director | CEO

Olde Towne Medical & Dental Center
5249 Olde Towne Road, Ste. D
Williamsburg, VA 23188
757-703-6029 c
757-259-3275 w

OTMDC | **OLDE TOWNE**
Medical & Dental Center

*To assure access to quality health and wellness care
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greater Williamsburg community*

From: Jessa Guinn <Jessa.Guinn@jamecitycountyva.gov>
Sent: Thursday, December 11, 2025 12:08 PM
To: Aaron Thompson <athompson@otmdc.net>
Subject: Dec 26

Hi Aaron,

The Board has approved for Dec 26 to be a County holiday. I wasn't sure if you were aware that it was going through. Is OTMDC also planning to have that day as a Holiday?

1

Thanks,

From: Jessa Guinn <Jessa.Guinn@jamecitycountyva.gov>
Sent: Thursday, December 11, 2025 12:22 PM
To: Aaron Thompson <athompson@otmdc.net>
Cc: Aaron Thompson <athompson@otmdc.net>; Kendra Robinson, FNP <KRobinson@otmdc.net>
Subject: RE: [External]RE: [External]RE: Dec 26

That sounds great!

5

Jessa Guinn, SHRM-CP
Human Resource Manager

Williamsburg, VA 23185

P: 757-253-6617

F: 757-253-6878

Jessa.Guinn@jamecitycountyva.gov

We work in partnership with all citizens to achieve a quality community.

We value integrity, collaboration, excellence, and stewardship.

From: Aaron Thompson <athompson@otmdc.net>
Sent: Thursday, December 11, 2025 12:19 PM
To: Jessa Guinn <Jessa.Guinn@jamecitycountyva.gov>
Cc: Aaron Thompson <athompson@otmdc.net>; Kendra Robinson <KRobinson@otmdc.net>
Subject: [External]RE: [External]RE: Dec 26

Jessa,

4

I already received Board approval 😊 . I requested previously.

I will forward the minutes as soon as Susan Dunn returns from lunch.

Regards,

Aaron L. Thompson, MBA, CRHCP, CMR
Executive Director | CEO

Olde Towne Medical & Dental Center
5249 Olde Towne Road, Ste. D
Williamsburg, VA 23188
757-703-6029 c
757-259-3275 w

OTMDC | **OLDE TOWNE**
Medical & Dental Center

*To assure access to quality health and wellness care
to the residents and workforce of the
greater Williamsburg community*

From: Jessa Guinn <Jessa.Guinn@jamecitycountyva.gov>
Sent: Thursday, December 11, 2025 12:12 PM

Aaron Thompson

From: Aaron Thompson
Sent: Thursday, December 11, 2025 3:33 PM
To: Jessa Guinn
Cc: Kendra Robinson, FNP; Aaron Thompson
Subject: RE: Dec 26
Attachments: October 2025 Board Minutes - Day after Christmas 12112025.pdf

6



Board of Directors Meeting
October 27, 2025 | 5:00PM

Members Present	Members Absent	Staff Members Present
Becca Bruhl, DrPH, MPH, MEM Rashid Jones, MBA Melissa Tucker, CPA David Aday, PhD Cris Becerra R. Scott Herr Ron Kirkland Terry Moran Robin Nelhuebel, PhD, MSN, RN, RT(R) Karen Stokes, MSN-RN Randy Walton, PhD John McGlennon – BOS (JCC) Larry Snyder – (COW)	Cornelius Powell, MD, MBA, CHCQM-PSRM Henry Ranger, PharmD Doug Holroyd – BOS (YORK)	Aaron Thompson Kendra Robinson, NP Jacob Cooper Maggie Beamon Susan Dunn

1. Call to Order & Attendance | Dr. Rebecca Bruhl, Board Chair
2. Consent Agenda | Dr. Rebecca Bruhl, Board Chair
 - a. Board of Directors Minutes | September 22, 2025
 - b. Governance & Nominating | October 1, 2025
 - c. Planning & Performance | October 15, 2025
 - i. A motion to accept the consent agenda was made by Ron Kirkland and seconded by John McGlennon and motion carried.
3. State of the Facility Reports | Mr. Aaron Thompson, Executive Director
 - a. Facility Update | Mr. Aaron Thompson
 - i. Discussed monthly metrics.
 - ii. Kroll obligation is complete.
 1. Metrics of patients contacted, as well as enrolled are included in the board packet.
 - iii. Mr. Thompson will be having an information gathering call with Press Ganey regarding using their patient survey platform.

5249 Olde Towne Road 757-259-3258

Williamsburg, VA 23188
Otmdc.org

757-220-1953 (fax)
office@otmdc.org

- iv. Audit progress
 - 1. All requested items have been submitted.
 - 2. Audit review will occur on November 17, 2025.
- v. Mr. Thompson will meet with treasurer, Melissa Tucker, CPA regarding the endowment transfer to replace costs incurred from the security breach as well as for the purchase of equipment that needs to be upgraded/replaced.
- vi. Writing up the York County grant is currently in progress, and it is due by the end of this week.
- vii. Mr. Thompson asked for approval from the board to close the facility the Friday after Christmas Day.
 - 1. A motion was made to approve the request by Ron Kirkland and seconded by Dr. David Aday, and the motion carried.
- b. Clinical Update | Kendra Robinson, NP
 - i. Kiara Robinson's tenure will end this month. Bacon Street will be onsite for patients' mental health needs and NP Robinson is working on a collaboration with Social Services to help patients with other needs.
- c. Business Office | Jacob Cooper
 - i. No questions or comments with regards to included board packet report.
- d. Operations | Maggie Beamon
 - i. No questions or comments with regards to included board packet report.
- e. Dental | Dr. Modeste
 - i. No questions or comments with regards to included board packet report.
- f. Marketing & Communications | Michelle Williams
 - i. No questions or comments with regards to included board packet report.
- g. Communication & Development | Susan Dunn
 - i. One last announcement regarding the Stride for Wellness race.
- h. Grants & Development | Sara Lewis
 - i. She has created a 6-month business plan that will be in the next board packet.

4. Committee Reports

- a. Finance Committee | Ms. Melissa Tucker, CPA, Chair
 - i. Reviewed current financials.
 - ii. Cyber Security
 - 1. With regards to the transfer of funds that will be requested by Mr. Thompson to cover the cyber security expenses the board will be asked to approve through eVote or at the November board meeting.
 - 2. Currently going through the procurement process for quotes to purchase equipment/services.
 - iii. The read-out of the audit will occur during the November board meeting.
- b. Governance & Nominating | Dr. David Aday, Chair

Regards,

Aaron L. Thompson, MBA, CRHCP, CMR
Executive Director | CEO

Olde Towne Medical & Dental Center
 5249 Olde Towne Road, Ste. D
 Williamsburg, VA 23188
 757-703-6029 c
 757-259-3275 w



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Clinical Department Update

Submitted By: Kendra Robinson, FNP 12/5/2025

Mission Moment: Williamsburg Rehab (formerly known as Envoy) sent out a request for help for their residents for the holidays. They have many residents who do not have familial support and are especially lonely and left out at Christmas time. OTMDC answered the call and decided to sponsor two residents from Williamsburg Rehab for the Christmas Holiday. Staff will collect/purchase gifts for these residents and deliver them to Williamsburg Rehab on 12/23. Our mission to serve the community goes beyond our walls!

Volunteer Specialty Care

- From (11/7/25-12/5/25) the following specialties provided 43 visits.

Cardiology: 4 visits	Chiropractor: 2 visits
Gastroenterology: 2 visits	GYN: 24 visits
Nephrology: 4 visits	Ophthalmology: 7 visits

Clinic Update:

- VVFC (Virginia Vaccines for Children) audit was conducted on 12/4/2025 and was passed. OTMDC was found to be in 100% compliance with VVFC regulations.
 - Participation with this program is vital. It is how we are able to provide immunizations at no cost for uninsured children and adults. This year, the VVFC program provided OTMDC with \$110,00 worth of vaccines.

Community Involvement:

- Gloucester Matthews Care Clinic (GMCC) update:
 - 11/20/25: 4 patients were scheduled. All four showed up 100% show rate!
- House of Mercy: 1st clinic date with HOM was 11/20/2025.
Initially 8 patients signed up for a visit. 4 patients showed up to be seen.
Three of the four patients have medical insurance.
Two of the four patients were seeking dental care. (one has dental Medicaid).
The other two patients were seeking assistance with medications.
We were able to establish primary care for one of the patients who will now be seen at OTMDC.
The other two patients will be seen in the dental clinic later this month.
We assisted one patient in re-establishing care with her PCP in town and medications were refilled for her to last until her appointment date with her PCP.
 - Next clinic date at WHOM is set for January 8th.



To assure access to quality health and wellness care to the residents and workforce of the greater Williamsburg community.

December 2025 Departmental Update

Business Office

- Both the Medicaid and Medicare Cost Reports for FY25 have been submitted. We are awaiting final settlement confirmation from Myers and Stauffer for the Medicaid Report and Novitas for the Medicare Report.
- Jacob and Lisa met with representatives of Press Ganey regarding patient satisfaction surveys and received quotes regarding both Medical and Dental (PG views these separately). We are currently doing further comparative research into similar solutions through our EHR provider, Veradigm/Allscripts.
- Our current average AR days are down to just 40.
- Jacob and Lisa met with Labcorp representatives to train on their client portal and have established new points of contact for immediate invoice adjustments and patient specimen reassignment. This increases the accuracy and timeliness of our invoices.
- Jacob coordinated with MIR Spirometry and Layer 9 to get spirometry software installed for our Occupational Medicine program as we transfer from NP Walkley providing services to NP Christian providing services.
- Patient Revenue remains ahead of budget and our focus on Medicaid Dental continues to produce improvement. With the recent payment received – but not captured in time for monthly reports – Medicaid Dental is on track for budget and we continue to see increased productivity resulting from scheduling adjustments.
- The business office is awaiting further information from Layer 9 regarding timeframes for our equipment upgrades.

5249 Olde Towne Rd.
Williamsburg, VA 23188
Otmdc.org

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office@otmdc.org | Email

To assure access to quality health and wellness care to the residents and workforce of the greater Williamsburg area

Date: 12/05/2025

By: Margaret "Maggie" Beamon

Medication Access Program

- For the month of November, MAP requested 349 medications on behalf of 122 patients which were valued at \$264,751.12
- Patient Story: Assisted a young family with applying for Medicaid. Mother is currently pregnant and wanted to apply for Medicaid. I included the husband and young child in the application. They were all approved for full coverage.
- Attended TPC Monthly Zoom Meeting on 11/19/2025.

Operations Manager

- Attended ArchPro Coding Bootcamp 11/18/25-11/20/25 and scheduled to take RH-CBS exam this month.
- Continue to monitor the dental schedule to improve efficiency and monitor prosthetic cases.
- Patient appointments are available for Give Kids A Smile on 02/07/2026. We plan to schedule another planning meeting for the near future.
- Over the past month, I have sat in on the clinical professional interviews along with Kendra Robinson, FNP.



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December 2025 | Dental Report

As we begin to close 2025, Old Town dental clinic continues to provide optimal treatment to the community. For the month of November, the clinic had 277 visits along treatment of 245 dental patients. The clinic continues with prosthetic deliveries and the patient outcomes have been very positive with the patient. We look forward to our Give Kids A Smile event February 7 2026.



***To Assure Access To Quality Health And Wellness Care
To The Residents And Workforce Of The Greater Williamsburg Community***

**Marketing & Communications Report Summary
November 8, 2025 – December 5, 2025**

Events & Fundraising:

Our “**Healthy Giving**” **Donor Series** was not well-received. The first date in October for the series did not have anyone sign up. And the November session only had one person so we have decided to let it go for now and possibly revisit in the Spring.

The focus for November was gearing up for the **Giving Tuesday** campaign to raise funds for our technology upgrade goal of \$150,000. We sent out mailers to past and present donors over the last 3 years, did social media posts, and three different email blasts for the event. Total raised by the end of the campaign was \$4,067.10 with a pledge from TowneBank for technology upgrade of \$75,000.

Communications:

Email Blasts/Newsletters: Working on the December Newsletter. Also sent multiple emails about the Giving Tuesday campaign.

Created **Social Media** on all channels as well as happenings about Olde Towne along with health information for patients. Focused on services, Giving Tuesday, donor series and holiday closings.

New December ads are on the OTMDC closed-circuit TVs in the **JCC Recreation Center** and are on the **JCC community channel**.

Marketing & Outreach:

Michelle met with **Frothy Moon Brewery** to plan a fundraiser night with them. We are planning a June fundraiser to utilize their outdoor space as well as the indoor area. They have offered some additional ideas for helping us fundraise during the month of June as well. Stay tuned for more info to come.

The **PAA Advisory Board** that Michelle sits on, met to discuss the updates of senior aging concerns within our community as well as begin discussions on the Healthy Aging Conference this Spring that OTMDC helps to plan.

Michelle sent in an application for OTMDC to be a recipient of the **Craft Beer Festival** in Spring 2026. Our application to be a recipient was approved. The community will vote on the 15 non-profits that they want to receive proceeds from the event. Michelle will share info about voting when that is set. If OTMDC wins the vote, we will be the “volunteers” of the event to help the day of with registration, beer sales and service, etc. The event works much like the Kiwanis Shrimp Feast.

Ambassador Connections

Michelle will join the **GWOM** Board of Directors in January and that will help with connections with multiple non-profits like OTMDC.

Michelle continues to work within the **Chamber Health Committee** which connects Olde Towne to multiple non-profits in the area to stay up-to-date on local events and initiatives.

Social Media Analytics

Facebook Views 13K, Increase 58% (non-followers up 74%); Facebook Interactions 240, Decrease 1%

Instagram Views 1K, Increase 50%; Instagram Interactions 15, Decrease 34%; Instagram Reach 420



To assure access to quality health and wellness care to the residents and workforce of the greater Williamsburg community.

Communication & Development | Susan Dunn

December 2025

Development

- Events
 - o Giving Tuesday
 - Added Sara's Giving Tuesday's letter onto OTMDC letterhead, created data spreadsheet for donors from the past 4 years that did not have an email, mail merged the data onto the letters, printed letters, envelopes and envelopes, then Michelle and I stuffed 246 letters to go out prior to Thanksgiving.
 - Created multiple social media graphics, carousels, and videos to raise awareness about Giving Tuesday and the Technology Campaign.
 - Updated the website to include donation sites for Giving Tuesday and the Technology Campaign.
 - Created donation forms in our donation platform and entered/confirmed donations.
 - o Give Kids A Smile (GKAS)
 - Contacted area dental offices via email and/or letter announcing the event and requesting volunteers.
 - Continuing to organize logistics for the event.
 - Currently have 21 volunteers, most are Dental Assistants and Clerical, more dentists and hygienists are needed.
 - Sal's will be donating pizza for lunch for the volunteers.
 - Wawa is donating bottled water for the volunteers.
- Volunteers
 - o Volunteer time will trend down for the time being due to students returning to their hometowns for the break.
 - o I anticipate an upswing in Interest Applications with the start of the new semester. Currently we are still concentrating on volunteers that are Spanish speakers and completing clerical as well as E&O duties.

Communications

- Website
 - o Updated our donation page.
 - o Created a separate page for the Technology Campaign as well as Planned Giving.
 - o Added the Stride for Wellness photos to the photo gallery.
- Misc
 - o Updated the Community Contact database to include local HOA's.
 - o Created a mailing for lapsed donors and mailed over 160 letters and 341 emails sent targeting this group for a donation appeal. The email so far has resulted in 4 next day (Giving Tuesday) donations.
 - o Organized the staff holiday party as well as holiday activities for the staff.

Sara E. Lewis
Grants & Development Coordinator
December 2025 Board Report

Grant applications submitted in November

- **Peoples Bank Foundation** – Submitted application for \$5,000 to support the “OTMDC Greater Williamsburg Healthcare Access Sustainability Initiative” (technology upgrades). Decision by end of December.
- **Williamsburg Community Foundation** – Submitted application for \$5,000 to support the “OTMDC Greater Williamsburg Healthcare Access Sustainability Initiative” (technology upgrades). Decision in March 2026.

Fundraising Campaign for Technology Upgrades - \$150,000 - “OTMDC Greater Williamsburg Healthcare Access Sustainability Initiative”

- Press release sent week on November 3 netted phone calls and articles by journalists at WHRO and the Virginia Gazette.
- Granted by Olde Town Bank Foundation - \$75,000
- GivingTuesday donations - \$5,195.10
- **Balance to raise - \$150,000 - \$80,195.10 = \$69,804.90**
- Dominion Charitable Foundation denied grant application for \$20,000
- Expecting 3 more grant decisions in December, one in March, and one in May – Totaling \$75,000 in requests

Other

- Work with O&E Committee on Fundraising Plans
 - Outreach to HOAs/Communities to offer presentations (Susan lists/Michelle contacts)
 - Identify community events for tabling (Michelle)
 - Technology grant/donation research (Sara with Aaron, Jacob)
 - Outreach for volunteers (Susan)

Olde Towne Medical and Dental Center

Six-Month Fundraising Strategy Overview

Olde Towne Medical and Dental Center is committed to raising awareness in the Greater Williamsburg service area to increase both patient awareness and community donations. Our priority is to raise \$150,000 to upgrade technology, which is essential for enhancing our services to the uninsured and underinsured residents of Williamsburg, James City County, and York County. This effort aligns with our goal to foster donations from local employers who benefit from a healthy workforce. Additionally, launching a non-cash gifts awareness campaign will encourage support through vehicles like Qualified Charitable Distributions (QCDs) and Donor-Advised Funds (DAFs), helping to elevate our annual cash donors to higher levels of philanthropy.

Key Metrics to Track:

- Capture at least 50 new donor contacts
- Raise a minimum of \$150,000 toward the technology upgrade goal

Priority #1: Community Awareness and Engagement

Stress outreach campaign to local businesses, emphasizing the impact of Olde Towne's services on the tourist sector workforce and the overall health of the community.

Participate in monthly community events at local venues to demonstrate our services and engage potential patients and donors. Engage with at least 100 attendees per event.

Utilize email and social media platforms to share compelling patient success stories and testimonials that highlight the importance of Olde Towne's services, aiming for increases in social media engagement.

Priority #2: Non-Cash Gifts Awareness Campaign

Develop a communications plan to educate our current cash donors about the benefits of giving through non-cash assets (called "Smart Giving") including tax benefits and the impact of their contributions on our mission.

Schedule at least two webinars about non-cash gifts, targeting both current donors and potential new supporters, with a goal of attracting at least 30 participants per session.

Integrate mentions about non-cash gifts into regular communications, ensuring that at least 50% of our communications include this information.

Priority #3: Technology Upgrade Fundraising

Create a dedicated fundraising page for the technology upgrade campaign with clear, compelling messaging about its necessity and the direct benefits to our patients.

Schedule an occasion to highlight our technological needs during an existing community outreach event to explain the need and impact of technological upgrades, aiming to secure at least three new corporate donors.

Timeline & Implementation

September 2025

Quick Win:

- Finalize a community outreach campaign targeting local businesses, including a letter from the Executive Director to top Greater Williamsburg Area employers, mentions in scheduled email and social media pieces, and emphasis on need in Giving Tuesday communications and end-of-year solicitation letter.
- Submit Dominion Energy Charitable Foundation grant application for \$20,000 toward support of technology and cybersecurity upgrade. Decision in November.

October 2025

- Launch Brewery Night donations campaign and participate in Run for the Hills as an exhibitor, engaging the public and explaining Olde Towne's value. Aim for at least 50 visitor/participant engagements and add contact data to lists.
- Conduct first "Smart Giving" webinar. Send follow-up thank you letter and educational materials about non-cash gifts to webinar attendees.
- Send social media outreach on National Estate Planning Awareness Week.
- Attend Williamsburg Community Foundation grant award luncheon and make presentation on OTMDC to raise awareness.
- Mail technology support request letters to 42 area employers with goal of 25% response. Ask Board of Director members to send at least 5 technology upgrade requests to their network with goal of 20% response.
- Apply for at least one grant asking for support for technology upgrades and one grant for other OTMDC need.

Check-in: Assess attendance and engagement from the events, adjusting future events based on feedback.

November 2025

- Prepare for Giving Tuesday by sending "It's Almost Here!" email and social media posts.
- Host second "Smart Giving" webinar. Send follow-up thank you letter and educational materials about non-cash gifts to webinar attendees.
- Host Stride for Wellness to increase potential donor awareness with the goal of signing up at least 100 runners.
- Apply for Langley for Families Grant. Send letter of request to the WAWA Foundation

for opportunity to apply for quarterly community charitable giving award.

Check-in: Collect feedback from webinar participants and refine donor education materials based on their input.

December 2025

- Conduct outreach on Giving Tuesday, December 2, sending messages via email and social media emphasizing need for technology upgrades.
- Execute a year-end push for the technology upgrade with email and social media appeals, aiming to raise at least \$10,000 during this period.
- Offer follow-up thank you communications to campaign appeal donors.

Check-in: Analyze year-end fundraising totals and donor participation metrics, identifying areas for improvement.

January 2026

- Conduct Brewery Night to engage the public and explain Olde Towne's value. Aim for at least 50 visitor/participant engagements.
- Compile information from partners on community health needs in order to build campaign for next 6 months.
- Apply to Delta Dental Emergency & Capacity Building Fund to support acquisition of a second sensor, which will allow OTMDC to increase the numbers of patients served and the quality of their visit.

Check-in: Review partnership outcomes and refine strategies based on local business engagement.

February 2026

- Evaluate the successes of the ongoing campaigns and adjust strategies as needed, focusing on what worked best in community engagement.
- Host Give-Kids-A-Smile with the goal of adding 25 names to contact lists.
- Apply for at least one grant or corporate gift to complete fundraising for technology upgrades, with goal of having raised \$150,000 in six months.

Check-in: Measure progress towards fundraising goals and establish priorities for the coming months.

Creative Ideas for Board and Staff involvement and for the next 6-month plan

- Encourage staff to share patient stories with Olde Towne marketing, communications, and development staff, with goal of securing at least 3 stories in 6 months.
- Implement a “donate your birthday” campaign encouraging staff to ask for donations to Olde Towne, with a target of securing at least 20% staff participation.
- Collaborate with Board Members to participate in a social media challenge by posting about their support and involvement with OTMDC each week in April and May leading up to Give Local 757, to create buzz around the clinic's essential community role.
- Foster relationships with local business networks to explore bulk donations of dental and medical supplies and healthy shelf-stable food as a form of in-kind gifts, aiming to secure at least three partnerships.
- Emphasize partnerships with influential community figures or businesses that rely on the health of low- wage workers.
- Establish a clear impact narrative that aligns with potential funders' priorities.

OTMDC Finance Committee
December 2025
Summary Report to the Board

Recommended Actions:

None

Financial Report: attached to this report is the ‘condensed’ year to date financial report for the month ending 11/30/2025.

Revenue: Total revenues from operations year to date (YTD) are \$2.072m, 62% of budget. This includes the receipt and recognition of \$900k in grant income. Gross patient revenue (before bad debt adjustment) is \$691k, 65% of budget. After \$15k of bad debt adjustment, net patient revenue is \$676k. This includes Medicaid revenue of 155% of budget. For November of 2024 net patient revenue was \$478k, so we are \$198k above the previous year.

Public support revenue is \$52k, which is 13% of budget. The public support received is from Individual and Local Organization giving. Fundraising is at 14% of budget. Grant income is at 80% of budget, after the receipt and recognition of \$900k of grant revenue.

Expenses: With five months or 41.66% of the year recorded prior to year-end adjustments, total expenses are \$1.560m, 44% of budget. Personnel costs are 42% of budget, with other (non-salary) operating costs at 53% of budget. The other operating costs include unbudgeted cyber security costs of \$84k.

Net income/<loss> from operations (revenues less expenses) YTD is \$513k vs. the annual budgeted net loss of <\$193k>. The YTD income includes the once annual \$900k in grant income. For the fiscal year ending 6/30/2025, the audited net income/(loss) from operations (without endowment changes) was <\$340k>.

The endowment investment fund is at \$6.838m as of November 30, 2025. The cost of the investment as of 6/30/2025 is \$5.895m. Dividends of \$33k were reinvested in September, bringing the cost to \$5.928m. The approved transfer of \$275k to cover cyber security expenses including non-separately stated personnel costs during the incident has been done. The result of that sale was a realized gain of \$40k. After the sale, the unrealized market gain as of November 30, 2025 is \$1.145m.

Current Assets: Cash balance is \$360k, a decrease of \$266k from November 30, 2024. Receivables (net of allowance for doubtful accounts) are \$283k, an increase of \$26k from the November 2024 balance.

Other business/activities:

The next finance committee meeting is scheduled for January 2026 date and time to be determined.

Respectfully submitted,
Melissa Tucker, Chair, Finance Committee

OTMDC -- Summary Financial Results: YTD 11-30-2025

<u>Income-Expense:</u>					
	<u>Tot. Nov.</u>	<u>Total YTD</u>	<u>Annual Budget</u>	<u>Variance</u>	<u>% of annual</u>
<u>Revenue:</u>					
Local Government	\$ -	\$ 384,963	\$ 644,299	\$ (259,336)	60%
Patient Revenue	\$ 77,004	\$ 690,823	\$ 1,063,000	\$ (372,177)	65%
Less: Bad Debt "Adjustment"	\$ (7,746)	\$ (14,950)	\$ -	\$ (14,950)	0%
Less: Bad Debt Expense	\$ -	\$ 373	\$ (45,000)	\$ 45,373	-1%
Net Patient Revenue	\$ 69,257	\$ 676,246	\$ 1,018,000	\$ (341,754)	66%
Public Support	\$ 13,501	\$ 52,031	\$ 402,000	\$ (349,969)	13%
Special Events-Fundraising	\$ 3,363	\$ 15,636	\$ 115,000	\$ (99,364)	14%
Grants	\$ 1,000	\$ 943,454	\$ 1,173,800	\$ (230,346)	80%
Misc. (inc. cash over/short)	\$ -	\$ -	\$ -	\$ -	0%
Total Revenue	\$ 87,121	\$ 2,072,329	\$ 3,353,099	\$ (1,280,770)	62%
<u>Expenses:</u>					
Total Personnel	\$ 232,011	\$ 1,213,274	\$ 2,886,689	\$ (1,673,415)	42%
Total Non-Personnel Exp.	\$ 96,302	\$ 346,292	\$ 654,850	\$ (308,558)	53%
Furn/Equipment (Total)	\$ -	\$ -	\$ 5,000	\$ (5,000)	0%
Total Expenses	\$ 328,313	\$ 1,559,566	\$ 3,546,539	\$ (1,986,973)	44%
Net Income	\$ (241,192)	\$ 512,763	\$ (193,440)	\$ 706,203	-265%
Transfer From/(To) Endowment	\$ 275,000	\$ 275,000	\$ 193,440	\$ 81,560	142%
Net Cash Change After Trfr.	\$ 33,808	\$ 787,763	\$ -	\$ 787,763	0%
<u>Investment Fund Summary:</u>					
		<u>Curr. Mo.</u>			
Beg. Balance, cost 6/30/2025		\$ 5,895,108			
Dividends reinvested		\$ 33,094			
Cost, 11/30/2025		\$ 5,928,202			
+/-: Gains/Losses, fiscal year to date		\$ 40,017			
+/-: Gains/Losses, through 6/30/2026		\$ 1,145,269			
+/-: Transfer from/(to) Operations		\$ (275,000)			
End Balance		\$ 6,838,488			
<u>Current Assets Report</u>					
		<u>11/30/2025</u>	<u>YTD</u>	<u>11/30/2024</u>	
			<u>Diff.</u>		
Cash	\$ 360,492	\$ (265,772)	\$ 626,263		
Investments	\$ 6,838,488	\$ 283,408	\$ 6,555,080		
SUBT.	\$ 7,198,980	\$ 17,636	\$ 7,181,343		
Total Receivables	\$ 375,166	\$ 65,483	\$ 309,683		
Less: Allow. For Doubtful Accts.	\$ (92,108)	\$ (39,956)	\$ (52,153)		
Net Receivables	\$ 283,058	\$ 25,527	\$ 257,531		
Total Current Assets	\$ 7,482,037	\$ 43,163	\$ 7,438,874		