



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

**Board of Directors Meeting
October 27, 2025 | 5:00 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 | September 22, 2025
 - b) Governance & Nominating | October 1, 2025
 - c) Planning & Performance | October 15, 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
- 5) New Business
 - a) Financial Reports Overview | M. Tucker, CPA
- 6) Next Board Meeting | November 17, 2025 (regular date change to accommodate the holiday week).
- 7) Adjourn



**Board of Directors Meeting
September 22, 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 Ron Kirkland Cornelius Powell, MD, MBA, CHCQM-PSRM Henry Ranger, PharmD Karen Stokes, MSN-RN Randy Walton, PHD Doug Holroyd John McGlennon	Cris Becerra Robin Nelhuebel, PhD, MSN, RN, RT(R) Ayanna Williams	Aaron Thompson Kendra Robinson, NP Lorenzo Modeste, DDS Jacob Cooper Michelle Williams 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 | August 25, 2025
 - i. Update Karen Stokes on the attendance list to reflect Karen Stokes, MSN-RN
 - b. Executive Committee | September 8, 2025
 - c. Finance Committee | September 8, 2025
 - i. Approval of May minutes in the September meeting should be changed from July to May.
 - d. Planning & Performance | August 20, 2025
 - e. Board report should reflect that Karen Stokes, MSN-RN attended the Kiwanis Shrimp Feast as a volunteer.
 - f. A motion to consent above agendas with changes was made by John McGlennon and seconded by Dr. David Aday and the motion was carried by the board.
3. State of the Facility Reports | Mr. Aaron Thompson, Executive Director
 - a. Facility Update | Mr. Aaron Thompson, Executive Director
 - i. Discussed overview of center data.
 1. Clinic patient visits are low due to summer PTO.
 - ii. The official audit for OTMDC starts today. We have been submitting items to Heather Modispaw (JCC – FMS).

- iii. Kroll update was given; current data is in the board packet.
 - iv. Scott Herr had question regarding Newport News residents increase in service demographic
 - v. A question was posed regarding where patients work and targeting these businesses for donations.
 - vi. Doug Holroyd asked if board member flu shots are still possible? Kendra Robinson, NP will look into providing those at the next board meeting.
- b. Clinical Update | Kendra Robinson, NP
 - i. No questions or comments on board packet update.
- c. Business Office | Jacob Cooper
 - i. No questions or comments on board packet update.
- d. Operations | Maggie Beamon
 - i. No questions or comments on board packet update.
- e. Dental | Dr. Modeste
 - i. No questions or comments on board packet update.
- f. Marketing & Communications | Michelle Williams
 - i. Announced that the early bird pricing for the Stride For Wellness run will end September 30.
- g. Communication & Development | Susan Dunn
 - i. Updates on Alewerks Night, SFW sponsors and volunteers
- h. Grants & Development | Sara Lewis
 - i. No questions or comments on board packet update.

4. Committee Reports

- a. Finance Committee | Melissa Tucker, CPA, Chair
 - i. Discussed past month's financials.
 - ii. Audit will be presented at the board meeting in November.
- b. Doug Holroyd asked if monies have been set aside for vendor payments and equipment costs due to the cyber security issue. Melissa Tucker answered that there will be a funds transfer from the endowment to cover the costs.
- c. Governance & Nominating | David Aday, Chair
 - i. Summaries on the patient satisfaction survey was included in board packet.
 - ii. At the next G&N meeting the committee will be working on creating a patient advisory board.
 - iii. Announcement of the board member resignation of Jennifer Kirby Henderson
 - iv. Mr. Thompson gave an update on Mike Wisor/Proforma and applying for LAL status. Chris James is the project lead for OTMDC.
 - v. The committee is currently working on board self-assessment tool.
 - vi. Nomination of Terry Moran to the board
 - 1. A motion was made to nominate Terry Moran to the board by Dr. Rebecca Bruhl and seconded by Doug Holroyd and was approved by the board.
- d. Planning & Performance | Scott Herr, Chair

- i. New surveys will indicate how the phone service is working

- 5. New Business | Closed Session

- a. Executive Director Annual Review | Board of Directors

- 6. Next Board Meeting | October 27, 2025

- 7. Adjourn

- a. A motion was made to adjourn the meeting by Dr. David Aday and seconded by Melissa Tucker, CPA and the motion carried.



Governance & Nominating Committee Meeting
October 1, 2025 | 12:00PM

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

1. Call to Order & Attendance
2. Approval of Minutes | August 6, 2025
 - a. Minutes were reviewed and approved by the board at the 8/25/25 board meeting.
3. Announcements:
 - a. Jennifer Kirby Henderson has resigned to attend to health issues.
 - b. Terry Moran has been appointed to the board and I'll be in touch with him.
4. Review/approve board self-assessment instrument (attached)
5. Begin discussion of patient advisory committee "model" (see attached)
 - a. I identified three patients from the summer interviews who expressed interest in participating and provided contact information
 - b. I contacted NP Robinson to ask if she has any recommendations with regard to those three and their participation on a PAC
6. Next Meeting | 12/3/25 at 5:00pm via Zoom
7. Adjournment



Planning & Performance Committee Meeting
October 15, 2025 | 5:00PM

Members Present	Members Absent	Staff Members Present
Scott Herr, Chair Randy Walton Karen Stokes	Henry Ranger	Aaron Thompson Susan Dunn

1. Call to Order & Attendance | Scott Herr, Chair
2. Approval of Minutes | August 20, 2025
 - a. The minutes were approved during the July Board of Directors meeting.
3. Updates on Strategic Plan Key Items
 - a. Quality
 - i. EHR
 1. EPIC
 - a. Dr. Robin Nelhuebel is taking lead on conferring with Riverside regarding EPIC.
 - b. Sentara is still in process; we are nearing the end of our one-year evaluation period.
 2. Clinic Performance Measures
 - a. A metric dashboard been implemented and were shared with the board at the August meeting and will be included bi-monthly.
 3. Chronic Disease Management
 - a. Our Clinic Health Educator works with these patients when identified and NP Robinson oversees the outcomes.
 - b. There is a process in place for management and metrics.
 - b. Growth
 - i. Ambassador Connections
 1. Our Behavioral Health Coordinator term will end in November.

2. Mr. Thompson attends several outreach opportunities monthly.
 3. The Development Department attends several outreach events quarterly, and the OTMDC Ambassador attends various community meetings monthly.
 4. Looking forward to a more robust calendar with the reimplementation of the Events & Outreach committee.
- ii. Grants
 1. Grants & Development is developing a 6-month calendar.
 2. Currently has several grant proposals submitted and is concentrating on behavioral health and updating our technological needs.
 - iii. Patients
 1. Dental schedules are being adjusted to maximize patient services and to help lower no show rates.
- c. Service
 - i. Language barriers
 1. The Language Line is still a viable tool to reach our Spanish speaking population.
 2. Other pocket technology tools have been purchased.
 3. There has been an influx of Spanish translator volunteers, they are used for less complex issues such as returning calls, taking messages, or explaining simple instructions.
 - ii. Phone system
 1. Working on simplifying the phone tree for easier access to a live staff member.
 - iii. Improving patient service
 1. Due to the patient survey access on Phreesia no longer being available, we are looking to utilize Press Ganey.
 - d. People
 - i. Budget and performance
 1. All staff evaluations have been held with conferences and discussions on workplace satisfaction.
 2. It was asked if there is a policy for underperforming staff prior to the evaluation period and Mr. Thompson answered that yes, there are Performance Improvement Plans that can be implemented.
 3. Developing personal goals are built into the document.

e. Finance

i. Optimizing revenue

1. Cenevia

- a. The return on investment is not as anticipated, so we will be working with Cenevia on an as needed basis to improve our processes only.

ii. Revenue sources

- 1. Staff is accessible to help guide patients to enroll in Medicare and Medicaid.
- 2. Future healthcare access
 - a. The ACA open enrollment begins 11/1 and its status is unknown due to the government shutdown.
 - b. Mr. Thompson attends regular meetings with various organizations that discuss how healthcare will be affected with policy changes.

4. Next Meeting | December 17, 2025 at 5:00PM

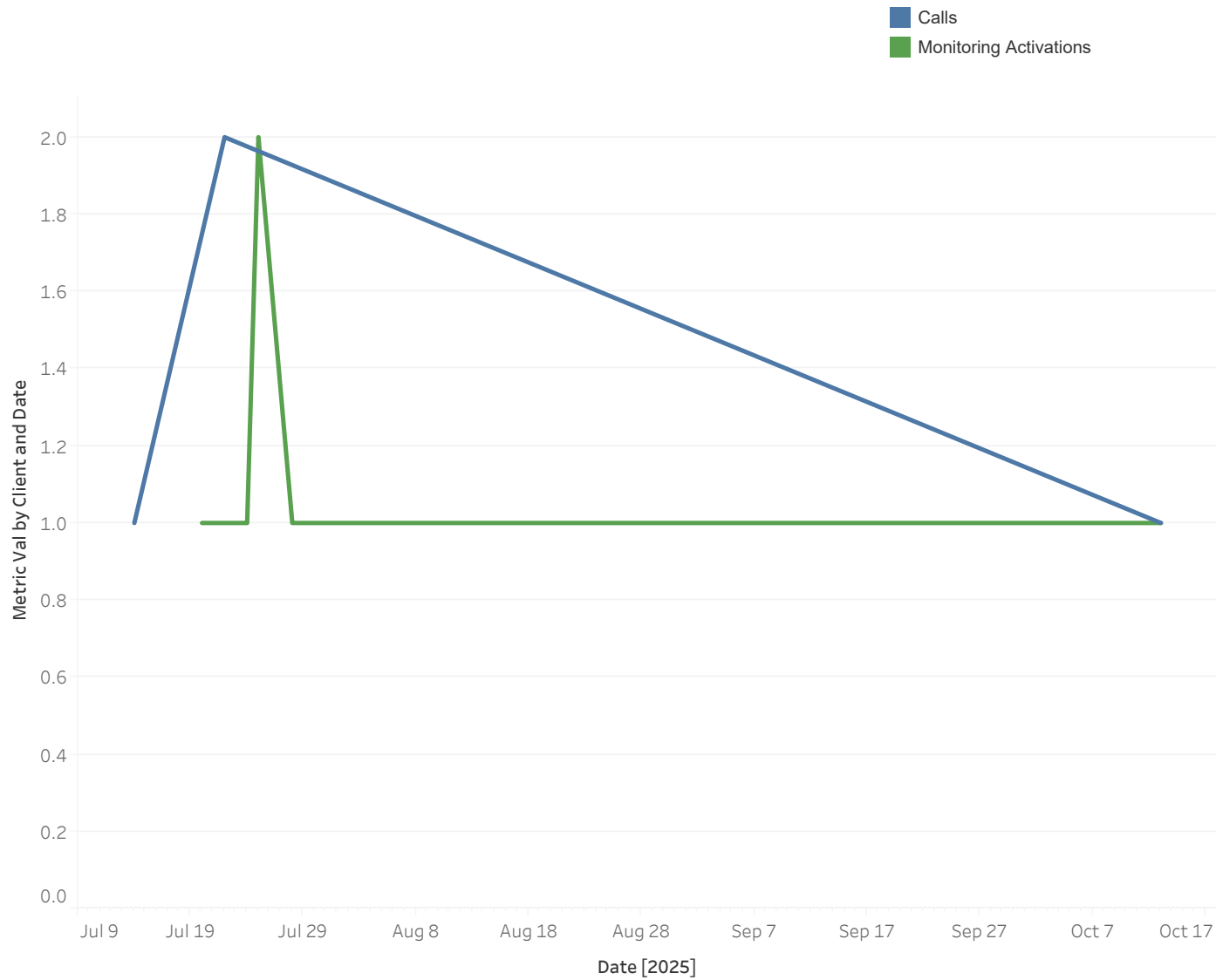
5. Adjournment



Kroll Event Report (Olde Towne Medical and Dental Center)

Calls	Enrollees	Monitoring Activations	Restoration Cases	Returned Mail	Activation %
4	2,566	9	0	225	0.35%

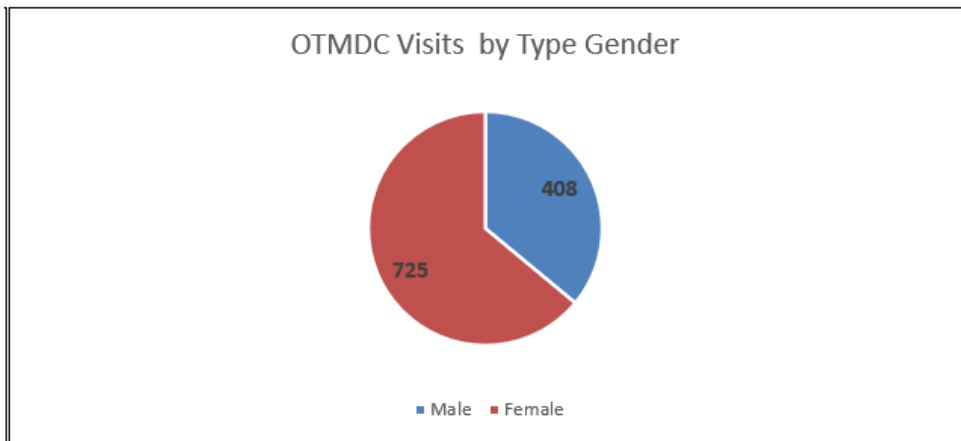
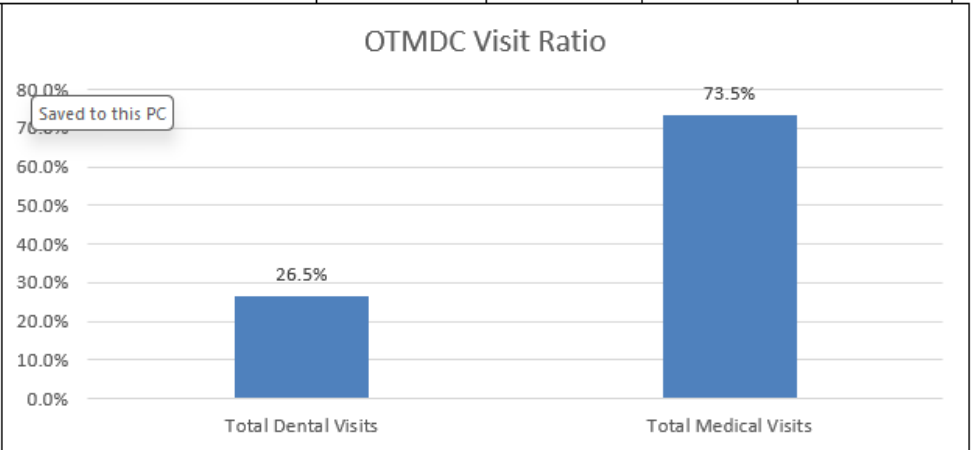
Timeseries : Calls & Monitoring Activations



Calls & Monitoring Activations by Day (Olde Towne Medical and Dental Center)

Day of Date	Calls	Monitoring Activations
July 10, 2025	0	0
July 14, 2025	1	0
July 20, 2025	0	1
July 22, 2025	2	1
July 24, 2025	0	1
July 25, 2025	0	2
July 28, 2025	0	1
July 31, 2025	0	0
August 13, 2025	0	0
August 22, 2025	0	0
September 1, 2025	0	1
September 2, 2025	0	0
September 14, 2025	0	0
September 22, 2025	0	1
September 29, 2025	0	0
October 13, 2025	1	1
October 16, 2025	0	0
Grand Total	4	9

	September 2024	September 2023	Variance	
Total Patients	956	822	▼ (134)	-14%
Total Visits	1,395	1,133	▼ (262)	-19%
Visits per patient	1.46	1.38	▼ (0.08)	-6%



NUMBER OF CLIENTS SERVED			
Category	September 2024	September 2023	Ratio
Total Dental Visits	343	300	26.5%
Total Medical Visits	1052	833	73.5%
Total Visits	1,395	1,133	

GENDER			
Gender	September 2024	September 2023	Ratio
Male	442	408	36.0%
Female	953	725	64.0%
	1,395	1,133	

RACE			
Race	September 2024	September 2023	Ratio
Asian	48	43	3.8%
Black	282	223	19.7%
Hispanic	457	423	37.3%
White	331	265	23.4%
Other	277	179	15.8%
	1,395	1,133	

AGE			
Age Groups	September 2024	September 2023	Ratio
0-11 Months	1	1	0.1%
1-11 Years	61	50	4.4%
12-18 Years	38	54	4.8%
19-35 Years	320	263	23.2%
36-64 Years	789	637	56.2%
65+ Years	186	128	11.3%
	1,395	1,133	

HEALTH INSURANCE			
Insurance Category	September 2024	September 2023	Ratio
Uninsured	718	610	53.8%
Medicaid/MCO's	361	237	20.9%
Medicaid Dental	113	95	8.4%
Medicare	46	36	3.2%
Dual Eligible Medicare	3	15	1.3%
Commercial Ins.			
Anthem/Optima/CIGNA	149	92	8.1%
VA Benefits	5	0	0.0%
Healthcare Exchange	0	0	0.0%
Other	-	48	4.2%
	1,395	1,133	

LOCALITY				
Location	September 2024	September 2023	Ratio	Cumulative %
James City County	774	660	58.3%	58.3%
City of Williamsburg	221	176	15.5%	73.8%
York County	152	110	9.7%	83.5%
Charles City	3	3	0.3%	83.8%
Gloucester	17	16	1.4%	85.2%
King Queen	6	5	0.4%	85.6%
New Kent	24	17	1.5%	87.1%
Newport News	123	97	8.6%	95.7%
Hampton	14	11	1.0%	96.6%
King William	28	22	1.9%	98.6%
Richmond	-	1	0.1%	98.7%
Surry	9	6	0.5%	99.2%
Other	24	9	0.8%	100.0%
	1,395	1,133		

**MEMORANDUM OF UNDERSTANDING
BETWEEN BACON STREET AND OLDE
TOWNE MEDICAL AND DENTAL CENTER**

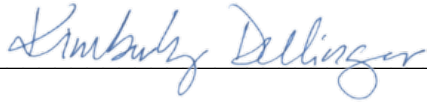
This Memorandum of Understanding (“MOU”) is made this 8th day of October, 2025 (“Effective Date”) by and between Bacon Street Youth and Family Services d/b/a Bacon Street (“BSYFS”), a Virginia nonstock corporation, and the Williamsburg Area Medical Assistance Corp. d/b/a Olde Towne Medical and Dental Center (“OTMDC”), a Virginia nonstock corporation (individually, a “Party” and collectively, the “Parties”).

- A. Purpose. The purpose of this MOU is to formalize an agreement between the Parties for BSYFS to provide a mental health provider to serve OTMDC patients on a weekly basis (the “Service”). Pursuant to the MOU terms, BSYFS will offer the Service, including all behavioral health services listed on Exhibit A, attached to this MOU. By BSYFS offering the scheduled Service to OTMDC patients, OTMDC, a rural health clinic, will increase availability of behavioral health services to its underserved patient population, providing integrated care to the community. The Parties desire to enter this MOU to outlines the responsibilities of OTMDC and BSYFS with respect to the Service and collaboration between the organizations.
- B. Term. The initial MOU term is for one year, beginning on the Effective Date. After one year, the MOU will renew automatically for one-year terms until either Party gives notice of its intention to terminate the MOU. Upon receipt of such notice, the term of the MOU will terminate within 30 days (or earlier by mutual agreement or operation of law).
- C. Payment for Services. BSYFS shall provide mental health providers to OTMDC at no charge to OTMDC. OTMDC shall provide sufficient workspace at OTMDC, a service incidental to the Services provided, and the consideration of which has been duly acknowledged by the Parties but at no extra cost to BSYFS. There is no remuneration to either Party of this Agreement from the other Party of this Agreement intended because of this MOU.
- D. Billing. BSYFS is responsible for billing the appropriate entities for all services provided by BSYFS mental health providers to OTMDC patients. Billing practices of the Parties will be separate and independent of one another.
- E. Confidentiality. The Parties agree to maintain confidentiality of the patients and their records and to implement necessary safeguards to protect PHI, including following the terms of the attached business associate agreement.
- F. Service. BSYFS will offer the Service at OTMDC. OTMDC patients will be fully responsible for getting to and from OTMDC from their homes or from BSYFS. The Parties shall bear no responsibility for any cost, illness, or injury resulting from such patient travel.

- G. Non-exclusivity. This is a non-exclusive MOU. BSYFS may contract with other providers to offer the Service during the term of this MOU.
- H. Third-party Beneficiaries. No person or entity shall have any rights under this MOU as a third-party beneficiary. There shall be no assignment of the responsibilities and benefits created by this MOU.
- I. Limitation of Liability. To the extent not covered by insurance, neither Party shall be liable to the other Party for any losses or damages, whether indirect, incidental, special, or consequential stemming from the performance of this MOU. Each Party shall hold insurance in an amount set forth in Va. Code Section 8.01-581.15 or as otherwise commercially reasonable and appropriate to protect themselves from any losses or damages stemming from the performance of this MOU.
- J. Termination. Either Party may terminate this MOU upon 10 days' written notice to the other Party. The MOU will terminate immediately and automatically upon a Party's: a. loss of operating license; b. exclusion from federal or state health program participation; c. bankruptcy or insolvency; d. loss of corporate existence; or e. conviction of a felony or a misdemeanor involving moral turpitude. The confidentiality provisions of this MOU shall survive termination of the MOU.
- K. No Partnership. Nothing herein shall be deemed or construed to create a partnership or joint venture between the Parties.
- L. Cooperation. The Parties agree to communicate and assist each other in offering the Service to the extent practicable. If additional documents require endorsement or delays in offering the Service prove necessary due to events beyond the Parties' control, the Parties agree that the terms of the MOU may be interpreted or modified to accomplish the MOU's purpose.
- M. Notice. A Party may provide any notice required or helpful under this MOU via email or overnight mail to the individual and address listed below.
- N. Applicable Law. This MOU shall be interpreted in accordance with the laws of the Commonwealth of Virginia without reference to Virginia's conflict of laws provisions.

[Signatures on the Following Page]

IN WITNESS WHEREOF, the Parties have caused this MOU to be executed by their duly authorized representatives as of the Effective Date above.



Kimberly L. Dellinger
Executive Director
Bacon Street Youth and Family Services
247 McLaws Circle
Williamsburg, VA 23185
kdellinger@baconstreet.org



Aaron Thompson
Executive Director
Olde Towne Medical and Dental Center
5249 Olde Towne Road Suite D
Williamsburg, VA 23188
athompson@otmdc.net

Clinical Department Update

Submitted By: Kendra Robinson, FNP 10/10/2025

Volunteer Specialty Care

- From (9/12/25-10/10/25) the following specialties provided x number of visits.
 - Cardiology 2 visits (one volunteer has been on vacation)
 - Nephrology 3 visits
 - GYN 7 visits
 - Chiropractor 0 visits
 - Ophthalmology 6 visits
 - Gastroenterology 1 visit

Community Involvement:

- Gloucester Matthews Care Clinic (GMCC) update: 4 referrals have been received thus far and all patients have been scheduled. First clinic date for GMCC diabetic eye exams is 10/16/2025.
 - Background: We have agreed to obtain retinal images for 5-10 GMCC patients each month. The images will be reviewed by our volunteer ophthalmologist and recommendations will be provided to GMCC for each patient. There will be a flat fee of \$20 per visit for the retinal imaging.
- House of Mercy: We are rekindling our relationship with House of Mercy. The date has been set and we will start seeing patients at HOM starting 11/20/2025.
- CBH Integrated Care: Unfortunately, the behavioral health consultant, Kiara Robinson, who is supported by CBH will serve her last day with OTMDC on 10/31/25. Her presence was dazzling at OTMDC and the mental health support she provided to the patients and providers of the clinic was stellar. She will continue with CBH to support their Integrated Care Model as a behavioral health consultant for CBH's new primary care partner, Southeastern Virginia Health Systems.
- Bacon Street and integrated care: With CBH withdrawing the onsite behavioral health consultant, the timing has been right for us to rekindle our relationship with Bacon Street. Starting 10/14/25, Bacon Street will provide a therapist on site at OTMDC three mornings a week (Tuesday, Wednesday and Thursday) to start. So far there are 4 patients scheduled for counseling with Bacon Street therapists. MOU and BAA is in place. We continue to contract with LPC Melvin Snead to see our uninsured patients on site at OTMDC for counseling.

October 2025 Departmental Update

Business Office

- The field audit of the FYE 2023 Cost Report is nearing closure with a tentative payment due to Olde Towne from Medicaid.
- OTMDC received notice of the final cost settlement for the FY24 Cost Report. (More detail to come from Mr. Thompson.)
- Per September's Clinical Services Report, our total visit count so far for the fiscal is at 3565 (annualized at over 14,000).
- The data interface between Olde Towne and VDH's vaccine registry was successfully integrated and implemented after disruption due to the cyber event.
- The business office continues to monitor the billing efforts from Cenevia.
- We have supplied all requested documentation and data to date for the ongoing FY25 audit.
- We are still progressing toward getting all of our providers set up for Part B Medicare through Palmetto GBA while keeping our current Part A Medicare with Novitas.
- After our first quarter patient revenue is ahead of schedule as a whole, with Dual Eligible (40% of budget) and Medicaid (36% of budget) leading the way. Dual Eligible has increased due to changes in the assignment of ID numbers to patients with the applicable insurance coverage that caused payments previously classified as Commercial, to now be classified as Dual Eligible. This also resulted in a decrease to Commercial – currently at 17% of budget.
- Expenses are right at 25% of budget through the first quarter.

Date: 10/06/2025

By: Margaret "Maggie" Beamon

Medication Access Program

- For the month of September, MAP requested 204 medications on behalf of 90 patients which were valued at \$210,500.02
- Since we are currently utilizing AMP for generic medications, we have been using the pharmaceutical companies' patient assistance programs (PAP) for many of the brand name medications. However, certain companies take longer to receive the initial medication shipment. Over the course of 2 days last week, we received 19 packages of various medications (Ozempic, Tresiba, EpiPen) that were valued over \$34,000.

Operations Manager

- On 10/01/2025, we registered for our next Give Kids A Smile event which will be held on Saturday, February 7, 2026.
- On 10/02/2025, I met with both Dr. Modeste and Kelley Hendricks to discuss dental. Beginning in November, we will have a dental department meeting before our monthly staff meeting.
- Our newest clinical assistant, Zulma Catota, is now at the front desk full-time and she is thriving in the position and positively contributing to the clinical assistant team.



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

Dental Report October 2025

As we move closer to cooler weather, Olde Town dental clinic continues to move forward serving the community. For the month of September, the clinic treated 239 patients and total dental visits were 289. We have also confirmed a date for Give Kids a Smile for 2026. The event will be held on Saturday February 7. This is our annual community outreach that is truly an important event for the community. We have a large number of volunteers dentists and assistants and staff members that help to make this a successful community event!!

We recently had a young female child that visited the dentist for the first time. She was born in Central America and she had a host of dental issues, including several extractions of her primary teeth due to extensive tooth decay. I was really impressed with her behavior and positive attitude. We were able to administer anesthesia to her and she was so mature thru out the entire procedure. I truly wish I had more experience's similar to that one with other children! That experience truly helps you to fully understand why I come to work every day. Our services are truly valuable and the community truly understands our worth as a clinic!!



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

**Marketing & Communications Report Summary
September 16, 2025 – October 10, 2025**

Events & Fundraising:

We are only a month away from our inaugural **Stride For Wellness** 5K & 10K fundraiser race coming up on November 1. All efforts have been focused on sponsorship and promotion of the event. We have secured \$9,000 in sponsorship money. Signs, bibs and other supplies have been acquired. County permits are acquired. We are working on final details and promoting at every opportunity.

Alewerks Brewery Night was Friday, October 10, 6pm-8pm. We secured \$433 in donations for Alewerks to match. It was a small turnout, but thank you to those who participated.

Secured the April 16, 2026 date for a **Panda Express Fundraiser** night for Olde Towne.

Michelle and Susan have reached out to a number of places to secure **sponsorships** for the race. Michelle reached out to Publix, Cox Communications, Riverside and Sentara Cares. We have also shared the information with area high schools for the track/cross country teams and key clubs/honor societies.

Worked with Susan and Sara on a new Donor Series called **"Healthy Giving"** to encourage donors to use DAF and QCD as part of Legacy giving as well as to learn smart ways to donate to Olde Towne.

Communications:

The **FY 2024-2025 Impact Report** should have been received in your mailbox the week of September 28th. The report is also available on our website at <https://heyzine.com/flip-book/0ce3acdce4.html#page/1>

Email Blasts/Newsletters: Working on the October Newsletter. Also sent multiple emails about the Alewerks fundraiser and the Race.

Created **Social Media** on all channels as well as happenings about Olde Towne along with health information for patients. Focused on services, Stride for Wellness and the Alewerks fundraiser along with Breast Cancer Awareness month, World Mental Health day, and Physician Assistants week.

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

Flyers for the **Stride for Wellness** have been distributed in a number of places around town including Billsburg Brewery, Alewerks, Ironbound Gym, Orange Theory Fitness, multiple resource agencies and more.

Marketing & Outreach:

Attended the **Here for the Girls Run for the Hills 5K** as part of their vendor village. We were able to connect with 58 people at the event and will add 33 of them to our email list. We were also able to talk with several potential sponsors for the race. It was very helpful for us to see how they organized their event to learn some helpful information for our own upcoming race.

Michelle attended the **Williamsburg Community Foundation Grant Awards** on behalf of Olde Towne. We received \$3,500 for a new EKG machine and a new Urinalysis machine. Michelle was able to speak to the use of the grant money and the importance of the machines in day-to-day use by providers.

Ambassador Connections

Michelle was able to speak at the **GWOM** meeting about the upcoming flu clinic dates, partnerships with WHOM, the race and GKAS for the represented agencies and organizations.

Michelle Attended WYDaily **Strictly Business** event and was able to Network with some potential sponsors and raffle providers for the Race event.

Social Media Analytics

Facebook Reach 7.9K, Increase 17% ; Facebook Views 7K, Increase 20%; Facebook Interactions 193, Increase 3%

Instagram Views 647, Increase 58%; Instagram Interactions 41, Increase 95%; Instagram Reach 201



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Communication & Development | Susan Dunn

October 2025

Development

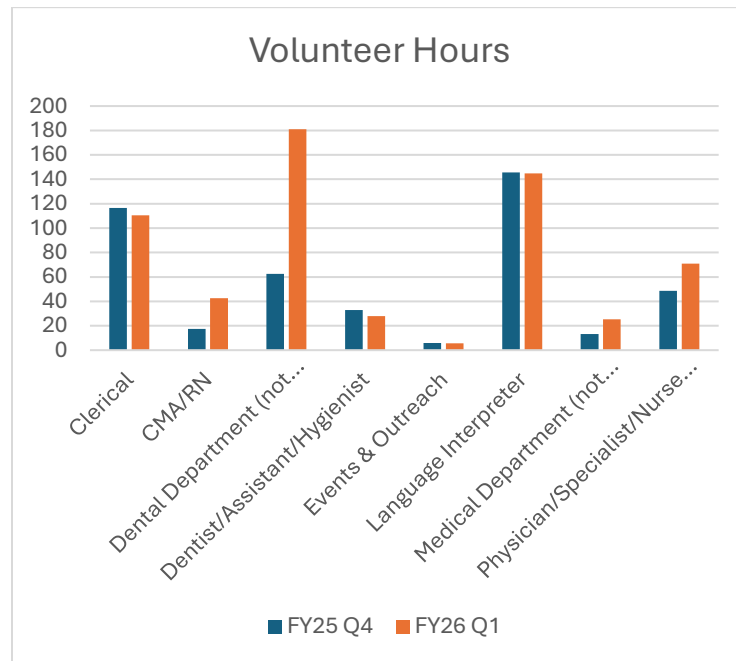
- Events and Outreach
 - Attended the Kiwanis Shrimp Feast in September, had many community interactions and was able to procure information for 5 potential donors.
 - Continuing to work on logistics and announcements for the Stride For Wellness fundraiser.
 - Just secured our Event Sponsor, thank you Ron and WHMA, the only sponsorship not taken is our \$1000 Hospitality Sponsor, and we have room for more Raffle and Course Sign sponsors.
 - Creating social media graphics.
 - Creating maps for participants and volunteers of the event location.
 - Compiling lists of needed supplies and facilitating purchasing, renting or borrowing.
 - Created a detailed information sheet for volunteers to understand their task during the event.
 - Updated, input data, and monitored the race website.
 - Designed and secured printer for the event signage.
 - Designed and secured a printer for race bibs and t-shirts for runners and volunteers.
 - Designed and secured a company to make medals.
 - Maintained ROI information.
 - Attended the H4TG Run For The Hills fundraiser run as a outreach vendor.
 - Created printables for the community to take about breast cancer.
 - Brewery Night at Alewerks
 - Created graphics to promote the Brewery Night at Alewerks fundraiser.
 - Attended the event and made contact with potential donors and patients.
 - Collected demographic data from 3 potential donors.
 - Working on creating a graphic calendar that will showcase all opportunities to donate, volunteer, or help out during the 2026 year.
 - Had initial planning session with M. Beamon for GKAS.
 - Made the following connections at the Here 4 The Girls Event
 - Made contact with 58 participants.
 - Obtained data for potential donors from 33 participants.

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

- Made contact with 4 potential sponsors for our race, one of which has already agreed to become a sponsor.
- Met with several H4TG volunteers and discussed race day best practices.

- Volunteers

- Met with 6 potential volunteer students, 3 of which speak Spanish.
- Volunteer Data



Communications

- Website & Social Media

- Updated website events page.
- Continuing work on making website more user friendly for PC and mobile devices.
- Created and posted on social media a video for Stride for Wellness.
- Continuing to create infographics for events, services, etc. for social media.

- Misc

- Created an online fillable form for the board evaluation.
- Compiled names and address for the 42 top area companies and completed a mail merge to send out information, and a letter that Sara Lewis wrote, to these organizations.

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

Grant applications submitted

- **Dominion Energy Charitable Foundation** – Requested \$20,000 to begin acquiring computer hardware for key medical staff that is compatible with the latest version of Epic and other software. Decision in **November**.
- **COSTCO Wholesale Corporation** – Requested \$20,000 for diabetes prevention program supplies (one-year supply of glucometers, lancets/strips, home blood pressure machines, protein powder, gym memberships for patients diagnosed with pre-diabetes who received health education services). Rolling grant with decision in 4-6 weeks (**first half of November**).
- **Max and Victoria Dreyfus Foundation** – Requested \$20,000 to support technology and cybersecurity upgrades. Application status update by the **end of April with final decision by the end of May 2026**.
- **Anheuser Busch Foundation** – Requested \$20,000 to support technology and cybersecurity upgrades. Rolling grant with reply in 6-8 weeks (**end of November**).

Grant research and applications in progress

- **Computer hardware and upgrades** continue to be our most pressing capital need.
- I continue to **research and evaluate grantors** who echo our mission and to **work with staff to identify and budget unfunded and underfunded needs** to match with grants.
- **Moderna Charitable Foundation application** is in progress to request funds to close the gap between vaccines and clinic costs/expenses and supplies and insurance provided/reimbursed. Reimbursement estimates for the budget are needed.
- The **WAWA Foundation** LOI to request full application is due October 31.
- The **Langley for Families** grant application is due November 14.

Fundraising Campaign for Technology Upgrades

- I have drafted a letter for Aaron Thompson to send to the Greater Williamsburg Area's top employers with an Impact Report asking for **funds to help upgrade our technology hardware and software**. Modified versions of the letter have been drafted for use as a press release, in emails and social media, by Board members to send to their personal network of colleagues and friends, and as a **Giving Tuesday** campaign.
- **Giving Tuesday** is December 2.

Other Fundraising

- I worked with Susan Dunn and Michelle Williams to develop a six-month fundraising plan that focuses on technology upgrades and awareness-raising. The monthly timeline includes outreach and solicitation tasks.
- The **Give Local 757** campaign (May 5, 2026) registration opens November 1.

OTMDC Finance Committee
October 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 9/30/2025.

Revenue: Total revenues from operations year to date (YTD) are \$613, 18% of budget. Gross patient revenue (before bad debt adjustment) is \$281, 26% of budget. After \$6k of bad debt adjustment, net patient revenue is \$275k. For September of 2024 net patient revenue was \$248k, so we are \$27k above the previous year.

Public support revenue is \$29, which is 7% of budget. The public support received is from Individual and Local Organization giving. Fundraising is at 2% of budget, with only small fundraising activities having occurred so far. Grant income is also at 2% of budget, with none of the larger grant income having been recorded as of the date of the report. A grant deposit received in July of \$900k is sitting in unearned revenue to be moved later.

Expenses: With three months or 25% of the year recorded prior to year-end adjustments, total expenses are \$884k, 25% of budget. Personnel costs are 25% of budget, with other (non-salary) operating costs at 26% of budget.

Net income/loss from operations (revenues less expenses) YTD is <\$272k> vs. the annual budgeted net loss of <\$193k>. For the fiscal year ending 6/30/2025, the unaudited net income/(loss) from operations (without endowment changes) was <\$286k> prior to any period 13 adjustments yet to be made.

The **endowment investment fund** is at \$6.897m as of September 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 market gain as of September 30, 2025 is \$968k.

Current Assets: Cash balance is \$580,375k, a decrease of \$370k from September 30, 2024. The current cash balance includes \$900k deposit for a grant, that will be moved to revenue. Receivables (net of allowance for doubtful accounts) are \$252k, an increase of \$60k from the September 2024 balance.

Other business/activities:

The next finance committee meeting is scheduled for November 10, 2025, at 4:00 pm.

Respectfully submitted,
Melissa Tucker, Chair, Finance Committee

OTMDC -- Summary Financial Results: YTD 9-30-2025

<u>Income-Expense:</u>					
	<u>Tot. Sept</u>	<u>Total YTD</u>	<u>Annual Budget</u>	<u>Variance</u>	<u>% of annual</u>
<u>Revenue:</u>					
Local Government	\$ 160,730	\$ 286,230	\$ 644,299	\$ (358,069)	44%
Patient Revenue	\$ 113,670	\$ 280,569	\$ 1,063,000	\$ (782,431)	26%
Less: Bad Debt "Adjustment"	\$ -	\$ (5,822)	\$ -	\$ (5,822)	0%
Less: Bad Debt Expense	\$ -	\$ -	\$ (45,000)	\$ 45,000	0%
Net Patient Revenue	\$ 113,670	\$ 274,747	\$ 1,018,000	\$ (743,253)	27%
Public Support	\$ 7,299	\$ 29,437	\$ 402,000	\$ (372,563)	7%
Special Events-Fundraising	\$ 1,372	\$ 2,162	\$ 115,000	\$ (112,838)	2%
Grants	\$ 9,977	\$ 19,955	\$ 1,173,800	\$ (1,153,845)	2%
Misc. (inc. cash over/short)	\$ -	\$ -	\$ -	\$ -	0%
Total Revenue	\$ 293,048	\$ 612,530	\$ 3,353,099	\$ (2,740,569)	18%
<u>Expenses:</u>					
Total Personnel	\$ 223,700	\$ 716,569	\$ 2,886,689	\$ (2,170,120)	25%
Total Non-Personnel Exp.	\$ 32,517	\$ 167,822	\$ 654,850	\$ (487,028)	26%
Furn/Equipment (Total)	\$ -	\$ -	\$ 5,000	\$ (5,000)	0%
Total Expenses	\$ 256,217	\$ 884,391	\$ 3,546,539	\$ (2,662,148)	25%
Net Income	\$ 36,831	\$ (271,860)	\$ (193,440)	\$ (78,420)	141%
Transfer From/(To) Endowment	\$ -	\$ -	\$ 193,440	\$ (193,440)	0%
Net Cash Change After Trfr.	\$ 36,831	\$ (271,860)	\$ -	\$ (271,860)	0%
<u>Investment Fund Summary:</u>					
		<u>Curr. Mo.</u>			
Beg. Balance, cost 6/30/2025		\$ 5,895,108			
Dividends reinvested		\$ 33,094			
Cost, 9/30/2025		\$ 5,928,202			
+/-: Gains/Losses, fiscal year to date		\$ 968,442			
+/-: Transfer from/(to) Operations		\$ -			
End Balance		\$ 6,896,644			
<u>Current Assets Report</u>					
		<u>9/30/2025</u>	<u>YTD Diff.</u>	<u>9/30/2024</u>	
Cash		\$ 580,375	\$ (370,251)	\$ 950,626	
Investments		\$ 6,896,644	\$ 519,374	\$ 6,377,269	
SUBT.		\$ 7,477,018	\$ 149,123	\$ 7,327,896	
Total Receivables		\$ 349,728	\$ 95,378	\$ 254,349	
Less: Allow. For Doubtful Accts.		\$ (97,910)	\$ (35,637)	\$ (62,273)	
Net Receivables		\$ 251,818	\$ 59,741	\$ 192,077	
Total Current Assets		\$ 7,728,836	\$ 208,864	\$ 7,519,972	