

# Deep Spring Center - Board of Directors Strategic Planning Meeting

April 24, 2021 / 11:00 AM EST and May 1, 2021 / 3:00 PM EST / ZOOM

## Attendees

Roann Altman, Tavis Taylor, Barbara Brodsky, Patricia Polanski, Colette Simone, Julian Dean, Isabelle Mook-Jodouin, Tana Dean

Guest: Terri McClernon

## Aaron's Guidance

April 24, 2021

Thank you all for being here, not just today, but with the deep dedication in your hearts, being here on Earth at this time, to help bring Earth through into a transition into a higher density planet. Over 30 years ago, Barbara became conscious of me. And we were able to set in motion a pre-birth plan that she had with me, to continue work we have done together through many lifetimes: to help raise the vibrational frequency of the Earth through helping people, each individual, to awaken more and give off more light. If you can think of a million bulbs all turned to the dimmest on the dimmer switch, and they're inspired to lighten up and gradually the light comes on, all around the world. And as it gets lighter, it inspires others who have not heard about it directly, who have not been taught directly.

Now for those who hate the light, and love the darkness, it also inspires beings with sticks going out and trying to break the lightbulbs to keep the world in darkness. It's not just about Earth. You've heard me say this, that Earth is a powerful place where high vibration is forming and spreading, and it is the proof that a heavy density planet - by heavy density I mean third density, a material planet, and with mammals, who are not just light and energy but have these bodies - that this can open, that you can have the heavy density mammal body and still know yourself as light, and help that knowing to spread throughout the universe. This is where I started with Barbara over 30 years ago: with the vital tool of teaching meditation, because people need a tool to do this work. But without an intention to teach you to be meditators simply to be meditators. The end that we hope for is not an organization full of meditators, but people who can meditate and bring that ability, bring that deep seeing, clarity, love, into everyday life. In other words, to get onto the bridge and then to reach out from the bridge and touch the mundane world, literally change the mundane world.

This to me is what Deep Spring Center has always been about, and it's the reason I gave it the name I did: that there is a deep spring at the other end of the bridge, and as you draw sustenance from that deep spring and bring it into you, you lift it off onto the far heavy end of the bridge. And it's an endless source, and gradually more and more people climb onto the bridge and help bring that light and love to what is heavy and filled with suffering.

You are beautiful. Your dedication is wonderful. I so deeply appreciate all that you are doing to support this work; this work in consciousness, this work in love. I love you all and I wish you all very, very well, in every facet of your lives. Thank you.

May 1, 2021

My love to you all. I am Aaron. In every lifetime, not every, but in most lifetimes in which I've lived, sometime during that lifetime, someone, somewhere in the world announced that the end of the world was close. The destruction of this or that. It may have been wars or disease, many different causes for these beliefs. The only lifetime in which -the only lifetimes, plural, in which this reasoning did not happen, were those that were the harshest. For example, in the arctic circle where there was a lack of food and freezing conditions; in the tropics where there was terrible disease. Somehow in those lifetimes, in those situations, people just assumed, ok this is how life is. Let us hold it with love.

I've been watching the world curiously as it swings back and forth into, Ah it's the end of everything, to, Okay, this is how it is. How do we love it the way it is? How do we love everybody the way they are? I think it's so important that you view the many catalyts of the world as teachers, and not get caught up in the multitude of stories that come so easily.

I see this especially with the vaccines. The vaccines will save everything, or the vaccines are terrible and they could kill. Anything can kill. Anything, really, can save, if you don't look to it as something that will save you, but as a gift, a useful tool. You have so many useful tools in your lives.

This is not so much about Deep Spring; it's just a reflection as I look at the news over Barbara's shoulder, as I hear people talking. These are the situations of your present 2021 world. Not really any different than it was in 1021 or 521, or any year. How are you going to relate to it with love?

So I think this understanding of focus is very important for Deep Spring. Whatever is going on in the world, how are we going to relate to it with love, and how can Deep Spring help people learn to relate with love rather than with fear? Just a brief reflection. I love you and will let you get on with your meeting.

Remember, I am here, Spirit is here, in a multitude of forms, to support you in any way. Please don't feel constrained to ask, what do you think? We will never tell you what you do. But I am happy as are my Brothers and Sisters of Light, to share our observations with you. Thank you and I love you.

## **Miscellaneous**

1. Acknowledge Henry for all the work formatting and uploading Barbara's and Aaron's books and uploaded to Amazon  
Board to offer 100\$ Visa gift card to Henry with a nice handwritten thank you note
2. Insurances, cover the following: fire, liability, officers
  - a. Other volunteers? will need an addition to present policy  
All Board members in agreement to get additional insurance coverage (endorsement) to cover all volunteers and all Board Members  
  
For volunteers to be covered by additional coverage, they need to be acting within the policies and procedures of the center.
  - b. Review all pages for address changes, some still have Packard address, notify company  
Tana to ensure that her home office address appears everywhere in the insurance documentation and that the Packard address is gone.

Tana to inquire with insurance company to find out if any equipment or goods stored offsite are covered. Interfaith storage contains everything from DSC's old office: library, furniture, old equipment, zafus and zabutons.

- c. Make sure insurance company knows business is a home office, not a commercial building, make sure still covered  
Tana to ensure that the insurance company knows that the business is a home office.
- d. Cost of insurance seems steep, consider quotes from other companies  
Tana to do some research on other insurance companies that operate in Michigan.

### **Board Membership**

Board unanimously voted Terri McClernon in as a Board member. She will serve as our volunteer coordinator.

### **Financial Review**

Tana regularly sends Julian copy of the current Quickbooks data to review all financials.

Tana and Julian have prepared a budget (projection) for 2021 - located in the Financial folder in the Board Google Drive.

2 basic forms of reports:

Balance sheet: shows what money the operation currently has in bank accounts, what debts are due, mostly on credit cards, and what balance is in terms of net worth.

Profit and Loss: shows money that has come in and money that goes out. If we've spent more than has come in, it's a loss, if we've spent less, then it's profit. Julian built this report to show the last 3 years of data as well as the current year, to get perspective.

DSC has 4 bank accounts:

Working capital (primary bank account): all money that comes in and goes out is through this account, except for book translation costs

Book production account: separate account for book translation and other book production

Reserves

CD account (investment): intended as retirement account for Tana. Board unanimously approved disbursing this money directly to Tana. Julian to work with Tana on this process.

### **Project Team slide review**

Reviewed the team slides for all teams

Tana to add Curriculum Team slide (Barbara, Aaron and Pat)

### **Team Reports and Policies and Procedures**

*Each team will present their report. After each report, we will develop and write out that team's policies and procedures which will describe how they will operate. This is to develop a consistent approach and be a record for all who work with this team to review and follow.*

## **Administration**

### **Sharing of unedited audios**

Unedited audios only sent to registered participants.

Each unedited audio to have a legal disclaimer:

Draft statement to be edited: You are receiving this DSC audio for your personal use only.

To preserve the privacy and confidentiality of attendees, you are not to share with others which includes, but is not limited to, forwarding or posting on any internet/social media.

Failure to comply may result in liabilities you will be responsible for, not DSC.

Will be added to DSC Policy and Procedures document that we are collating.

### **Sharing of unedited videos**

Unedited videos will no longer be sent out.

A statement will be added indicating that: If you require an accommodation, due to the audio not being sufficient for your learning, we have other formats that are available. Please enquire and we will assist you.

### **Registration for hosts doing Zoom**

Will communicate with hosts that they need to register but that making a donation for the event is optional.

### **Confidentiality in transcripts and other material**

Pat to prepare a blurb for hosts to read out at the beginning of any Zoom session reminding people to protect others' confidentiality.

### **Books**

47 stories to be available as a print book and a Kindle book through Amazon. Henry and Barbara to connect to get Henry into Barbara's account to load into Amazon. Henry to give Tana credentials for Barbara's account to be able to order any books for orders placed through the website.

Other authors wanting DSC to promote their books need a profit sharing agreement.

Authors will need to either supply the books or give Tana a method to order them at the author's cost (option available within their Amazon account). Profit sharing agreement to take ordering and mailing into account so that DSC obtains some funding after overhead.

Agreements to be kept in the Board Google Drive in "Marketplace Profit Sharing Agreements" folder.

### **iDrive - Cloud storage**

All our backups have been placed on this cloud backup storage solution.

Tana to create procedures for uploading and retrieving from both the physical hard drive and cloud storage.

Isabelle and Julian to assist Tana in setting up a software solution for the backups to the physical hard drives.

### **Requests using DSC Zoom account and email list for gatherings**

Deep Spring email lists are not to be used for personal use - must go through the DSC office.

Official DSC events must present a formal proposal through Tana for review by the curriculum team/teachers.

One suggestion would be to have a sangha page on the site: requests go to Tana for review by the curriculum team, and then get posted when approved.

3 groups of sangha-building events requesting DSC support:

1. Using DSC Zoom, hosting use and email invitations
2. Requests to Tana for use of the email list to send out invitation for event
3. Purely social request that would go on sangha page/other solution with the member's email address for people to respond and participate (no email from DSC)

If DSC resources are used, invitations to participate must include a request for donation for the use of DSC systems and management.

For purely social events, need to have clear statement indicating that sangha events are not reflective of Barbara's, Aaron's or John's teachings.

Pat and Roann to work together on these proposals and report back to the Board.

Tana to make list of different email lists that DSC holds.

### **Timeline for class schedule for website, marketing and registration**

Tana needs 3 months notice for classes/events to allow for marketing, registration and placement on website.

### **Managing Director when volunteers leave**

Board members need to be aware that Tana's workload is quite full, so need to redistribute work from volunteers when they leave.

## **A/V**

David has prepared procedures for setting up the video camera.

Tana to prepare detailed procedures for audio/video editing (including what to take out).

## **Zoom**

Zoom hosts to start making a statement at the start of all events, indicating that the event is being recorded, and people who don't want to be recorded can turn off their video and not speak, or alternatively we will use the recording disclaimer feature within Zoom.

Participants to be informed that they are to be recording the event.

Registration lists: these lists are not to be shared or used for any other purpose than hosting and managing the event and Zoom hosts to be informed of that.

The recording policy to be included in registration forms for all events.

Tana has already created a step-by-step guide for hosting Remembering Wholeness, and Desja has done the same for Evenings with Aaron. Pat to do the same for retreats.

Managing the Zoom account: Tana to be the only person to create links for DSC events, or to edit the account administrative settings.

Hosts to connect with facilitators of event to determine settings that will be needed.

## **Curriculum**

Plan for fall 2021: starting to take shape. Evenings with Aaron and Remembering Wholeness once a month. Frequency of classes to be determined.

Pat, Barbara, Colette and possibly Debra to meet to discuss more details for the fall 2021 classes.

New students: need offerings for people new to DSC

Will have general plan prepared for end of May for Tana to do marketing and put on website.

Colette to join the curriculum team.

## **IT**

Curated content for classes - videos and/or transcripts: suggestion to have someone go through the videos and provide time stamps of the sections to keep in to video editor. Would lessen the time needed for video editing by the editor. Could also have volunteers categorize the videos as they watch them.

Tana to look at how videos are categorized in YouTube.

University of Michigan students: could send in request for video editing intern(s). They would sign confidentiality agreement not to share information from the videos.

Tana to do research on applying for such an intern.

Tana and Barbara to work together to create three 20-minute vipassana instruction videos for beginner students. John could also be invited to participate in this.

**YouTube:** A lot of work to get material re-uploaded onto one channel. Want to prioritize the content curation first.

When we send out requests for volunteers, focus on the content instead of the technical skills

Isabelle to write out procedure for supporting IT within DSC. Policy = IT things are flowed to Isabelle for review and coordination.

## **Archives**

Isabelle to include goals of the archives (once migrated to new site) in procedure and policy.

## **Blog**

Isabelle to write out procedure for preparing each blog post.

**Blog name:** to remain as is

## **Marketing**

### **Leslie managing first year of website**

Board in agreement to hire Leslie to manage the website for the first year.

### **Crazy Wisdom ad**

Tana to re-draft digital ad at ¼ page size to be run consistently. Roann to review and Tana to consult with Leslie for help with design.

## **Website**

Redesign going well.

Board members to look at most recent site and give feedback to Roann.

## **Newsletter**

Not getting a lot of opens or clicks. Main articles in newsletter get clicks, but a lot of the other content isn't. Takes a lot of time to prepare, doesn't seem to be getting a lot of value for all that work.

Will be discontinuing the newsletter, and including that content on the website.

## **Tana's Review**

### **Managing Director Job Outline**

Julian and Tana prepared a detailed outline of Tana's responsibilities and tasks.

### **Out of pocket expenses**

Julian and Tana outlined costs in Ann Arbor for various out of pocket expenses incurred as a result of Tana using a home office: office rent, electricity, internet, etc.

Rent for DSC office to Empire Management Company for 2016 was \$1,200 a month.

Switching to home office has saved DSC over \$68,000 over the past 3+ years.

### **Equitable wage, benefits**

Julian researched bookkeeper and office manager salaries in Ann Arbor, to ensure we are providing an equitable wage.

Tavis and Julian to look over both out of pocket expenses and average wage for Tana for consideration by the Board at next meeting.

## **New Teams**

### **Communications Review**

Will be part of marketing team.

Program gets proposed by Barbara, then moves to curriculum team to operationalize it.

Announcement of programs will be finalized by the marketing/communications team.

Responsible for final review of all material to be disseminated by DSC: announcements and descriptions of programs, events, workshops, as well as advertising, website postings, email and snail mail, jot forms.

SM postings announcing each blog post do not need to go through this team.

### **Development (was fundraising)**

Have 3 people willing to volunteer in this team, one as a consultant and the others as participating volunteer. Actively looking for leader of this team.

Need a development strategy with goals to be met.

Tavis to reach out to an individual with experience in development, who expressed interest in supporting DSC, and arrange an initial meeting with Julian and Tavis.

Spring invitation for donations: will have postcards printed with an image and an Aaron quote to send by snail mail, including physical address for mailing a check, and QR code for landing page. Will also send out a MailChimp email with link to landing page including stats for our donors.

Tana to determine final size of postcard based on mailing costs, send to Roann for text review and send to Leslie for design review.

Colette to work on graphics. Barbara to send a selection of quotes to the Board to select for this campaign. Tana and Tavis to work on wording for email and postcard, and pull stats together, then send to communications review team.

Goal for this campaign is to raise \$7,000. Board members to envision this goal in their work on this project.

### **Teacher Energetic Support**

Formalizing support from people holding space for DSC events to support our teachers.

Proposal to have periodic discussions (perhaps 3x a year) to instruct people on how to hold space to bring in new people to this team.

Could invite people from mediumship class in the fall as a sort of internship.

Julian and Colette to be members of this team, and support others' learning.

Terri to support this team administratively by managing volunteers.



## UMSI Recommendation of Program Manager

Program manager/operations manager is a person responsible for the operational part of the organization, coordinating with the teams, including development team and also with the administration, weaving it all together.

Board and Tana have been doing the operational pieces, but as we grow, this is becoming increasingly infeasible.

## Action Items

1. Tana to ensure that her home office address appears everywhere in the insurance documentation and that the Packard address is gone.
2. Tana to inquire with insurance company to find out if any equipment or goods stored offsite are covered.
3. Tana to ensure that the insurance company knows that the business is a home office.
4. Tana to do some research on other insurance companies that operate in Michigan.
5. Tana to add Curriculum Team slide (Barbara, Aaron and Pat) to team slides.
6. Pat to prepare a blurb for hosts to read out at the beginning of any Zoom session reminding people to protect others' confidentiality.
7. Barbara to connect to get Henry into Barbara's account to load into Amazon. Henry to give Tana credentials for Barbara's account to be able to order any books for orders placed through the website.
8. Tana to create procedures for uploading and retrieving from both the physical hard drive and cloud storage.
9. Isabelle and Julian to assist Tana in setting up a software solution for the backups to the physical hard drives.
10. Pat and Roann to work together on DSC sangha event proposals and report back to the Board.
11. Tana to make list of different email lists that DSC holds.
12. Tana to prepare detailed procedures for audio/video editing (including what to take out).
13. Pat to create a step-by-step guide for hosting retreats.
14. Pat, Barbara, Colette and possibly Debra to meet to discuss more details for the fall 2021 classes.
15. Tana to look at how videos are categorized in YouTube.
16. Tana to do research on applying for such a video-editing intern.
17. Tana and Barbara to work together to create three 20-minute vipassana instruction videos for beginner students.
18. Isabelle to write out procedure for supporting IT within DSC.
19. Isabelle to include goals of the archives (once migrated to new site) in procedure and policy.
20. Isabelle to write out procedure for preparing each blog post.
21. Tana to re-draft Crazy Wisdom digital ad at ¼ page size to be run consistently.
22. Roann to review and Tana to consult with Leslie for help with design of Crazy Wisdom ad.

23. Board members to look at most recent site and give feedback to Roann.
24. Tavis and Julian to look over both out of pocket expenses and average wage for Tana for consideration by the Board at next meeting.
25. Tavis to reach out to an individual with experience in development, who expressed interest in supporting DSC, and arrange an initial meeting with Julian and Tavis.
26. Tana to determine final size of postcard based on mailing costs, send to Roann for text review and send to Leslie for design review.
27. Colette to work on graphics for fundraising event.
28. Barbara to send a selection of quotes to the Board to select for this campaign.
29. Tana and Tavis to work on wording for email and postcard fundraiser, and pull stats together, then send to communications review team.

## Next Meeting

Next regular meeting: May 23, 2021, 8PM Eastern