

# Deep Spring Center Board of Directors Meeting

1 MAY 2022 / 8:00 PM EST / ZOOM

## Attendees

Tavis Taylor, Tana Dean, Barbara Brodsky, Julian Dean, Colette Simone, Isabelle Mook-Jodouin, Trish Maley (**quorum met**)

Regrets: Patricia Polanski, Terri McClernon

## Aaron's Guidance

Aaron sent his love and blessings to everybody, but did not incorporate to speak.

## President's Report

### Action Items

1. Aaron asked the Board members to do a daily positive manifestation visualization exercise
2. Trish to meet with board members individually to support work on policy and procedure manuals.
  - a. Trish working on P&P with Volunteer and Zoom Team
3. Trish to look into drafting release from liability/waiver for students, due to voices being potentially on audio file, to be included in registration process
  - a. Draft that Tavis wrote and Robert reviewed to be used on all registration forms
  - b. Will load as part of the Jotform reworking in the next few weeks
4. Tana to create webpages for classes for teachers to share with students; will include all non-confidential material for that event
  - a. Tana emailed BB a students' webpage on 4.6.22 for TEP June Intensive.
  - b. Plan to do this for fall classes as well.
  - c. Would not be linked anywhere on the site, but just emailed to registered students
5. Isabelle and Colette finalizing new template for Daily Aaron to align with other DSC email templates.
  - a. Isabelle and Colette to work on this May or June.
6. Tana, Trish, Colette, Julian and Pat to meet to create a 1-pager to lay out scheduling for curriculum for 2022-2023 to send to teachers.
  - a. Document was emailed out on 3/24 to teachers to review and update.
7. Terri and Tavis to discuss need for folder for volunteers' policy and procedures for them to access on G-Drive.
  - a. Folder still to be created
8. Pat and Trish to meet with Zoom Team in March
  - a. Meeting was on 3.30.22

### 90-day review of new employees

Both employees happy to continue with DSC

## **Conflict of Interest forms**

Deadline of May 15 for all Board members to complete

## **Board Members Monthly Reports**

Template in Google Drive and Tana sent copy out

Please submit the week before the meeting

## **Passwords**

1. Those with access to Master LastPass account are: Julian, Isabelle and Tana
  - a. Isabelle suggests those with emergency access (Board members) keep the Master LastPass account credentials in hard copy and not to stay logged in on any devices

## **Publishing Projects**

1. In early April there was a surge in book sales
2. Translated books needed (Only English translations up on Amazon)
  - a. All books translated, except CH (Spanish)
3. Cosmic healing
  - a. No longer available through North Atlantic Press. Barbara has purchased the rights to the book
  - b. CH has old cover
  - c. Spanish translation not done, due to cost
4. In-Person meeting with Henry
  - a. Meeting took place April 21 with Tana, Barbara and Henry
  - b. Henry and Tana have access to Barbara's Kindle account
  - c. Book Production List on G-Drive
  - d. Henry working on updating print and Kindle books in Amazon
5. Audio Book
  - a. David from Interfaith has editor for audiobook "Human"

## **Old Business**

### **Parking Garage Items**

- a. Ideas on community participation (Isabelle)
- b. Video editing procedure/training (Tana)
- c. Video of Barbara talking about DSC to send to newcomers (Tana)
- d. Video reorganization project (Isabelle, Tana)
  1. Merging channels
  2. Labeling
  3. Blog - indefinite suspension (Isabelle)
  4. Sangha Community webpage on hold (Isabelle)
  5. Webpage of "Resourceful Links"
- e. Board Transition Manual in progress
  1. Onboarding and offboarding board positions
  2. Need trajectory of DSC - will help us fill board positions with like-minded people

## **Treasurer's Report**

### **Current Financial Update**

Julian presented update - no significant changes from last Board meeting

Julian resigning as treasurer; will stay on until a new treasurer is found, or until the end of the year, whichever comes first. Will remain on the Board through end of 3-year term (2023)

## Office Staff Reports

### Development

1. Streamlining Communication
  - a. Trish is meeting with each board member to update policy & procedures (Trish)
    - i. Helps create policies and procedures manual to protect DSC
      1. Trish met with Terri and Pat separately in March and is currently working on the Volunteer and the Zoom Team P&P
      2. Looking at reorganizing the "DSC Board" folder this summer
      3. Helps in project management
  - b. New Data Entry System (Emily with Todd consulting)
    - i. The process of automating future registration forms to bring in contact information (new & updated) into the database system is underway.
    - ii. Emily created a report, placed in the meeting documents folder
    - iii. Currently testing Active Campaign and Jotform
    - iv. Still working through tech issues with data entry; should be done soon
2. Marketing Architecture (Tana, Trish, Colette, Julian)
  - a. Email Campaigns (to communicate DSC events) with links to website - remind of free offerings
  - b. Build social media presence to create warmth and rapport
    - i. FaceBook, IG
      1. Trish posts once a week on social media and monitors pages for inappropriate content
      2. Using stats to figure out approaches that are best received
    - ii. Twitter
      1. Will be sunsetting use of Twitter; not a good fit for DSC at this time
  - c. Use the above platforms to promote fundraising, retreats and Fall offerings
  - d. Tana created ad for Crazy Wisdom E-Zine - experiment
    - i. Took the short video about "What is a dharma teacher" and placed it in the ad
3. Policy & Procedure Updates/Announcements (Tana and Trish)
  - a. Audio Transcripts
    - i. Teachers responsible for sending audio files to students (with disclaimer)
    - ii. If delegated to staff, need a 48-72 hour window to complete task
    - iii. Zoom volunteers are not to send audios out to students
  - b. Password-Protected Student Page
    - i. Isabelle clarified Leslie's professional opinion regarding unedited audio storage
      1. Simple page with shared password not secure enough
      2. Student section with credentials for each student would be secure enough

- a. But would incur additional costs as Leslie would have to build
  - i. ~\$600 to set up; Leslie offered her services for free
  - ii. Would increase our monthly costs by \$60 due to increased maintenance needs - \$720 a year
- 3. A lot of students have been asking for this
- 4. Will not proceed with this for now, but keep it as a possibility

## Teams

### Technology

1. Archives (Isabelle)
  - a. Meeting with Leslie in Jan. determined that DSC will continue developing in Omeka instead of Wordpress.
  - b. Aiming to have the contents of the old archives site loaded onto Omeka by the end of May
  - c. Next step after successful load is to recruit volunteers to review all posts for formatting issues
2. Daily Reflection emails (Isabelle)
  - a. Isabelle and Colette finalizing new template
    - i. Perhaps adding rotating images
    - ii. Janice has been adding new quotes to the list periodically
    - iii. Adding brief information about DSC
    - iv. ALL images blessed by Barbara and Aaron prior to uploading
3. Website Edits (Tana)
  - a. Website banner images
    - i. Work still outstanding by Leslie to fix the 7 banner images that have an odd look
      1. Colette already identified how these should be fixed
    - ii. Tana has been in touch with Leslie about these fixes
      1. Leslie aware this remains outstanding
      2. Colette to email Leslie to coordinate work, and cc Tana and Trish

## Curriculum Team

### Fall 2022 Curriculum

1. Meeting in May with team (**Barbara, Colette, Julian, Pat, Trish and Tana**)
  - a. Fall dates approved for
    - a. TEP
    - b. Robert Jacobs class series
    - c. EWA and RW
    - d. Oakwood Retreat
    - e. John Orr Meditation class series
    - f. Celeste Vipassana class series
  - b. Fall Dates Pending
    - a. Newcomers class series

- a. Iris, Nina and Nancy had a meeting with Barbara and Janice on 4.18.22. It was focused on learning objectives and format.
- b. Plan is to have two classes per month
- c. Dates to come in May
- c. Pricing Pending
- d. Goal is to have info up on website by end of May to advertise all summer
- e. Tana sending website pages to each teacher for review for next year

### **Winter/Spring 2022 Curriculum**

- 1. The Eden Project
  - a. Meditation: Vipassana and Pure Awareness (John Orr)
    - a. Last class 5.25.22
  - b. The Eden Classes
    - a. Last class 5.31.22
  - c. Evenings with Aaron
    - a. Last Class 5.17.22
- 2. Path to the Awakened Heart: The Yoga Sutras of Pantanjali (Robert Jacobs)
  - a. Last Class 5.19.22
- 3. Applying Vipassana in Daily Life and Seeing Its Progression Along the Path (Celeste Zygmont)
  - a. Last Class 5.9.22

### **Winter/Spring 2022 Events**

- 1. Retreats
  - a. Emerald Isle (April 23-30)
  - b. TEP Intensive (June 4-8)
    - 1. Listed on website calendar
    - 2. Pricing approved on 4.20.22
- 2. Events Livestreamed
  - a. Remembering Wholeness (Jan-June)
    - 1. Last Class 6.12.22
  - b. Evenings with Aaron (Jan-May)
    - 1. Last Class 5.17.22
  - c. Weekly Silent Meditation (Celeste Zygmont)

### **Volunteer Coordinator**

- 1. Volunteer log form (Trish)
  - a. A blank form in Volunteer file on GD for volunteers to access and fill out
  - b. Board members are to keep track of their own hours and turn in volunteer log at end of year to office

### **Zoom**

- 1. Pat and Trish met with Zoom Team March 30
- 2. Pat and Trish reviewed P&P Zoom Team folder
  - a. Trish tweaking/reviewing P&P for Zoom Team
- 3. Would be much better to have 6-8 volunteers; currently have 4
  - a. Barbara to make an announcement at next TEP Tuesday class

- b. Colette and Julian to work with Tana on a very direct email appeal for Zoom volunteers
  1. Include that we currently have 4 host volunteers, but need 8
  2. Describe specifically what the commitment is, ex: weekly hourly commitment, and span of time
  3. State that there is flexibility in choosing which events to volunteer as host

### **Fundraising**

1. Julian, Tana and Trish met April 22
2. Julian and Trish met April 28
  - a. Focus on language and framing
    1. Trish had suggestion to be specific about what a monthly donation could pay for (ex: \$10 pays for 1 month of Jotform) as a draw for donors
3. Fundraiser in June (20th?) - PBS Style
  - a. Primary goal is to increase monthly donors
    1. Explain why monthly donations are particularly helpful
4. Promote AmazonSmile
  - a. Amazon Prime Days (July 18-19)
  - b. Black Friday (Nov. 25)
  - c. CyberMonday (Nov. 28)
5. Fundraiser #GivingTuesday (Nov. 29)
6. Promote DSC community to donate % of yard sales to DSC (May-Sept.)
7. End of Year Fundraiser - matching campaign
8. Align social media and email campaigns with fundraising
9. Looking to explore tiered donation gifts
10. Trish to load fundraising report into Meeting Documents folder on G-Drive
11. Suggestion to promote Trish as our fundraising "person", to introduce her to the community so people can build a relationship with her

### **Surveys**

1. Looking to get feedback on classes (TEP, Evenings with Aaron, Remembering Wholeness)
  - i. Trish to work with Barbara on this
  - ii. To be send out as soon as the last class is over
  - iii. Julian to work with Trish to review the language of the questions in the survey

### **Barbara**

1. Barbara has decided that Mike is the person who would take over in the event of DSC dissolution
2. Barbara and Aaron talking about re-working the classes for fall.
  - a. Tana to pause work on the class portion of the website until teachers have set the classes
  - b. Barbara to connect with John and Julian to discuss curriculum with Aaron

- c. Barbara to submit information to Tana by beginning of June at the latest

## Action Items

1. Isabelle and Colette finalizing Daily Aaron template
2. Colette to email Leslie to coordinate work on outstanding banner images, and cc Tana and Trish
3. Tana sending website pages to each teacher for review for next year
4. Board members to keep track of their own hours and turn in volunteer log at end of year to office
5. Colette and Julian to work with Tana on a very direct email appeal for Zoom volunteers
6. Trish to load fundraising report into Meeting Documents folder on G-Drive
7. Trish to work with Barbara on class feedback survey
8. Julian to work with Trish to review the language of the questions in the feedback survey
9. Tana to pause work on the class portion of the website until teachers have set the classes
10. Barbara to connect with John and Julian to discuss curriculum with Aaron
11. Barbara to submit information to Tana by beginning of June at the latest

## Next Meeting

June 26, 2022, 8PM Eastern

May hold a smaller meeting with staff and Board members working on projects, later in May, if needed