

# Deep Spring Center

## Board of Directors Meeting

26 JUNE 2022 / 8:00 PM EST / ZOOM

### Attendees

Isabelle Mook-Jodouin, Pat Polanski, Julian Dean, Colette Simone, Terri McClernon, Tavis Taylor, Tana Dean, Trish Maley, Barbara Brodsky

### Aaron's Guidance

My blessings and love to you all. I am Aaron. My message is simple. When you came together, saw each other on the screen, your hearts opened. There was a deep awareness of connection, of love. This is really all you need to know: that this love is your essence, that you're interconnected through this deep recognition of the essence, each to the other, and that throughout your world, you find this resonance everywhere, if you look, even in those who seem to have negative polarity, because deep inside them, is also the light.

When your heart is open to your own inner radiance and love, it makes it more available, more accessible to others. It makes you, as the human, more available to others. And those who seek you, who seek that light, can find it.

To me, this is a vital part of Deep Spring Center: we talk about ideals, about dharma, but remembering the light, the deep spring that is the core of everything, this is essential.

I love you all. I love the light within you and I also love the darkness within you. Just simply, that which has not yet known itself to be light, opening into light. Thank you.

### 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 will resume working on P&P with Volunteer and Zoom Team in July
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. Tana updated registration forms via Jotform with disclaimer
4. Isabelle and Colette finalizing new template for Daily Aaron to align with other DSC email templates.
5. Tana emailed teachers on 6/17 to review and update curriculum document. When approved, next step is to update the website with this info.
  - a. Tana should have all information this week to start updating the website
6. Pat to step down as Zoom Team leader
  - a. New procedure/new plan
  - b. Financial implications staff vs. volunteer

- i. Tana, Tavis and Pat to meet to discuss
- c. Find a new Zoom Team Leader volunteer
- d. Proposed Zoom Team procedure
  - i. Volunteer sends a request for Zoom hosts
  - ii. Hosts are sent to Tana
  - iii. Tana to schedule hosts and track on spreadsheet
- 7. Colette to resign her position on the board by 12/22

### **Conflict of Interest forms**

Some still outstanding

### **Publishing Projects**

1. Translated books needed (Only English versions up on Amazon)
2. Cosmic healing
  - a. No longer available through North Atlantic Press. Barbara has purchased rights to the book
3. In-Person meeting with Henry
  - a. Henry and Tana achieved access to Barbara's Kindle account but continue to experience issues
    - i. Tana, Barbara and Nicolas to meet via Zoom this summer
    - ii. Nicholas needs access to upload books, Tana needs access to order books
  - b. Book Production List document on Google Drive
  - c. Henry is working on updating print and kindle books in Amazon
4. Audio Book
  - a. David from Interfaith has editor for audiobook "Human"
  - b. Terri exploring reading one of the parts of Aaron/Qu'0 to make audiobook
    - i. Terri offering to pay for audio engineer part as a donation to DSC
    - ii. Terri would also offer her time to record one portion of the book

### **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**

- a. Update

- i. Net income decreased, even though total income increased compared to last year
- ii. Financial outlook stable
- b. Julian is leaving his position.

### **Treasurer Position**

Julian resigning as treasurer; will stay on until the end of the year at the latest. Will remain on the Board through end of 3-year term (2023)

- i. Julian drafted position description
- ii. Description could be uploaded on GD so board members have access
- iii. Board responsible for finding his replacement
- iv. Julian to draft a letter to be sent out to entire mailing list by Tana, inviting a new treasurer

### **Office Staff Reports**

#### **Development**

1. Streamlining Communication
  - a. Trish meeting with each board member to update policy & procedures (resuming in July)
  - b. New Data Entry System (Emily with Todd consulting)
    - i. Emily continues to have trouble loading the database into Active Campaign. In contact with AC help center & Todd Worsham to resolve
    - ii. Process of automating future registration forms to bring in contact information (new & updated) into the database system underway
    - iii. Email Automation
    - iv. Overall, system helps streamline communication with our DSC community
2. Marketing Architecture (Tana, Trish, Colette, Julian)
  - a. Email Campaigns (to communicate DSC events) with links to website
    - i. Reminders of free offerings
      1. Seeing increase in donations for Dana e-books since doing this
    - ii. Value creation in our email content: "Oh I learned something." "This made me feel good." "I understand my impact."
  - b. Build social media presence to create warmth and rapport
    - i. FaceBook, IG
      1. Trish posts twice a week on social media and monitors pages for inappropriate content
      2. Emily and Trish to work together on social media content
  - c. Use above platforms to promote fundraising, retreats and Fall offerings through "storytelling sequencing" technique.
    - i. Engagement: Goal is to get "likes" on social media and clicks on our website to convert into an action: donate, sign up to volunteer, become a student, register for an event, volunteer to be a board member, etc.
    - ii. We want eyes on what DSC is doing. Tell our story then make an "ask" (join our board, volunteer, donate)
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 not to send audios out to students

## Teams

### Technology

1. Archives (Isabelle)
  - a. Ran into authentication issues when trying to do test upload in June
    - i. Issue seems to be with classic version of Omeka
    - ii. Will switch to Omeka S
      1. Seems to have a more active online community, so issues get resolved/troubleshooted
    - iii. Next step: wipe server and do fresh install of Omeka S
  - b. Transcript Review Procedure
    - i. Callout for volunteers will need to be organized
    - ii. All transcripts to start out tagged as unreviewed
      1. Tag for "reviewer" to be added by volunteer when they select which transcript(s) they want to review (to avoid duplication)
    - iii. Once reviewed, "unreviewed" tag to be removed by volunteer
  - c. Script Edit Procedure
    - i. Roger to edit script to add tags for "with image" and "with table" so that we can attach those parts separately as an attachment in Omeka
    - ii. Isabelle to look into whether such images/tables can be set inline, or need to be attached as appendices
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. As Tana receives information from teachers, website being updated for fall programs
  - b. Calendar app does not allow copying of events, necessitating more learning and work from Tana to prepare for coming semester
4. Systems Management (Tana)
  - a. Updated graphic of DSC electronic systems available on Google Drive - Tana to file with her job description
  - b. Web Security changes
  - c. Web hosting switch - to more stable platform
  - d. Recent Technical issues Report on Google Drive - Tana to file with her job description

- e. Barbara's mic
  - i. Sound engineer for professional assessment
    1. Tana to reach out to Dave Bell first, and Chris McCall second, to try to get connected to a sound engineer
    2. Barbara's son Davy to also send suggestions

## Curriculum Team

### Fall 2022 Curriculum

1. Meeting to be held over summer with team (**Barbara, Colette, Julian, 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
    - g. Newcomers class
  - b. Pricing Approved
  - c. Tana sent out email to teachers 6/17 with a request to review class dates/descriptions so info can then be uploaded onto website and calendar ASAP
    - a. Celeste, Robert and newcomer content received
    - b. Tana to connect with Barbara over TEP
  - d. Curriculum document on Google Drive

### Winter/Spring 2022 Curriculum

1. The Eden Project
  - a. Survey results very positive
  - b. Meditation: Vipassana and Pure Awareness (John Orr)
  - c. The Eden Classes
    - a. Survey results on Google Drive
    - b. Some students expressed difficulty in meeting the time requirements (too long)
  - d. Evenings with Aaron
    - a. Survey results on Google Drive
2. Path to the Awakened Heart: The Yoga Sutras of Pantanjali (Robert Jacobs)
3. Applying Vipassana in Daily Life and Seeing Its Progression Along the Path (Celeste Zygmont)

### Winter/Spring 2022 Events

1. Retreats
  - a. Barbara and John, as well as Aaron, decided to hold Zoom retreats for the next calendar year
    1. Aaron shared that it's time to learn to go very deep with online retreats

2. Fall retreat (fka Oakwood) and Healing workshop/retreat to be online
3. Next June TEP retreat will go very deep while still being at home, in framework of deep practice in daily life/at home
- b. Present TEP intensive/general retreat feedback
  1. Out of 9 people, 1 person said yes to in-person. Remainder said online or access to recordings
- c. Emerald Isle (April 23-30)
- d. 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. No responses on survey
  - b. Evenings with Aaron (Jan-June)
  - c. Weekly Silent Meditation (Celeste Zygmunt)

### **Volunteer Coordinator**

1. Updates
  - a. Volunteer for BB financials
    1. Volunteer stepped forward, Barbara will connect with him when she is ready
      - a. Needs help setting up a better system for the next year
  - b. Volunteer for BB groceries
    1. Terri would like to leave this up on website
  - c. P&P: Terri and Trish went through entire folder
    1. Terri to work on updating
2. Volunteer log form (Trish)
  - a. A blank form in Volunteer file on Google Drive for volunteers to access and fill out
    1. Hours: good info for possible fundraising and/or future paid position
  - b. Per Tavis, Board members are to keep track of their own hours and turn in volunteer log at end of year to office

### **Zoom**

1. Pat stepping down as Zoom Team Leader
2. Pat and Trish reviewed P&P Zoom Team folder
  - a. Trish is tweaking/reviewing P&P for Zoom Team
3. Trish writing content for the email campaign to seek more Zoom Host Volunteers
  - a. Trish will use the same idea as for fundraisers "storytelling sequencing"

### **Fundraising**

1. Fundraiser launched June 21 - Adopt a Bill program
  - a. Primary goal is to increase monthly donors
  - b. Campaign will run for two weeks
  - c. Trish to head thank-you campaign to donors
  - d. Trish needs help getting stories from community

1. Trish requested that Board members ask people if they'd be open to receiving some questions from Trish to elicit stories
  - a. Trish interested in any format people are willing to do: short video, written testimonials, Zoom chat with Trish
2. Promote AmazonSmile
  - a. Amazon Prime Days (July 12-13)
  - b. Black Friday (Nov. 25)
  - c. CyberMonday (Nov. 28)
3. Fundraiser #GivingTuesday (Nov. 29)
4. Promote DSC community to donate % of yard sales to DSC (May-Sept.)
5. End of Year Fundraiser (Nov-Dec)
  - a. Imagine if we got 1000 people to donate \$100

### **Policy & Procedure**

1. Work will continue in July for Volunteer and Zoom teams
2. Developing systems (workflows) for positions/tasks will allow ordinary people to do extraordinary work
3. Each procedure belongs to a process that belongs to an overarching system

### **Barbara**

1. No update this meeting

### **Action Items**

1. Aaron asked the Board members to do a daily positive manifestation visualization exercise
2. Isabelle and Colette to finalize new template for Daily Aaron
3. Tana, Tavis and Pat to meet to discuss Zoom team leadership
4. Board members to complete conflict of interest forms
5. Tana, Barbara and Nicolas to meet via Zoom this summer for Kindle account access
6. Julian to draft a letter to be sent out to entire mailing list by Tana, inviting a new treasurer
7. Isabelle to work with Roger on wiping server and doing fresh install of Omeka S
8. Isabelle to look into whether images/tables can be set inline in Omeka S, or need to be attached as appendices at the end
9. Tana to file updated graphic of DSC electronic systems and recent tech issues report on Google Drive with her job description
10. Tana to reach out to Dave Bell first, and Chris McCall second, to try to get connected to a sound engineer for sound assessment for Barbara's office
11. Tana to connect with Barbara over TEP for dates and descriptions
12. Terri to work on updating volunteer P & P
13. Board members to track their hours and turn in volunteer log at end of year to office
14. Board members to ask community members if they'd be open to receiving some questions from Trish to elicit stories for marketing DSC

### **Next Meeting**

August 14, 2022, 8PM Eastern