

# Deep Spring Center

## Board of Directors Meeting

14 AUGUST 2022 / 8:00 PM EST / ZOOM

### Attendees

Tana Dean, Trish Maley, Tavis Taylor, Barbara Brodsky, Patricia Polanski, Colette Simone, Terri McClernon

Regrets: Isabelle Mook-Jodouin, Julian Dean

### Aaron's Guidance

My blessings and love to you. I am Aaron. I've been thinking about Deep Spring structure, as I speak to different ones of you in the past month or two, the teachers, the Board, the students, Barbara, other entities. You may remember that George, our friend George SanFacon focused on what he called servant leadership, that is the leader as a servant, and the ways we can structure Deep Spring so that each person in the sangha, not just the Board, not just the teachers, not just Barbara, but also the students, the committee heads, everybody, sees themselves as in service to all the others. This takes the burden off anybody to be *the* leader, or to take- to become overly responsible, and asks everybody to take responsibility. If George is willing, it might be a good time this fall for him to speak again to both Board and teachers, even just for half an hour, about servant leadership.

The image that I have is that a big tree has fallen across the road. Now when Barbara and Terri were at the cabin, they wanted to go down to the lake and they got a message, there is a tree across the road. Barbara must drive down, so Barbara was stuck in the cabin. The message went out to all the cabin owners and homeowners, not many people, but a dozen people, saying, who can help? The woman who reported the tree down, she is probably 70 years old. She said, I found a big bow saw in the tool shed, and went back there and cut the tree. The tree needs to be cut and then the parts need to be lifted off the road.

So let's look at this metaphor. If a tree falls down, in the workings of Deep Spring Center, one person can go out there and organize it and get a saw and move the tree. Or you can put out a call, there is a tree down, we need help. Imagine then a hundred people come, and they cut the tree, big tree, into two or three parts, and a dozen or twenty people pick up each part. Not heavy when you're one of twenty. And you pick it up and carry it off into the woods off the road. What I'm thinking about here is the importance to rebuild committees, not just to get the work done, but so that everybody feels that they're invested in Deep Spring. The work cannot get done by a few people, that's true. But when people participate, they have a different investment. They're more willing to do more, give more, and therefore receive more. So I'd like to invite the Board to think in these ways a bit, as we go into the fall. Not just for practicality, but as a spiritual practice.

Thank you. My love to you. I am Aaron.

## President's Report

### Action Items

1. Aaron asked Board members to do a daily positive manifestation visualization exercise
2. Board Strategic Planning meeting
  - a. December 2 (full day)
  - b. Board shifting from operations-focused work to strategic and visionary work
    - i. Board members and staff to reflect on where they see DSC going and email Tavis - to be discussed at a future meeting
    - ii. Barbara and Tana to discuss creating short, focused videos (10-20 minutes) suitable for beginners: ongoing series of basics of meditation/DSC teachings
      1. Barbara to ask John if he would be willing to record some of these teaching videos
      2. Editing longer videos from existing classes requires significant work to get finished product (staff or volunteers)
        - a. If volunteer doing editing, probably need Board member review for consistent messaging
      3. Would be a product as suggested donation,
        - a. No one prevented from accessing due to lack of funds
    - iii. Colette to explore whether Kevin Moore still making films about mediums, as Barbara is interested in participating
      1. Barbara and Aaron participated in film many years ago - Tana thinks it's on our Youtube channel already and will check
      2. Good to highlight this film on our channel and/or use for marketing
3. Recruitment Update
  - a. Barbara to write a personal letter to recruit volunteers and a new Treasurer
  - b. Trish looking to get personal stories from Board members to highlight Board
  - c. Need to define what is Board work vs Committee lead work vs Volunteer work
    - i. Rekindling sense of community
      1. Barbara suggested
        - a. Inviting sangha members to submit bios to put on our DSC site
        - b. Could have a community event - open mic-type event where people can speak for a few minutes about who they are

### 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)
  - i. Merging channels
  - ii. Labeling
  - iii. Blog - indefinite suspension (Isabelle)
  - iv. Sangha Community webpage on hold (Isabelle)
  - v. Webpage of "Resourceful Links"

- e. Board Transition Manual in progress

## Treasurer's Report

### Current Financial Update

- a. Update
  - i. Spending more than we are taking in - need to increase fundraising for center to continue long-term
- b. Julian leaving his position
  - i. Description uploaded on GD in Recruitment Folder
  - ii. Board responsible for finding replacement
  - iii. Dates for email campaign requests: 8/16 and 8/29 (stand alone)

## Office Staff Reports

### Development

1. Requirements for Taxes
  - a. Conflict of Interest forms: Terri and Colette still outstanding
2. Publishing Folder
  - a. Translated books needed (Only English translations up on Amazon)
  - b. Cosmic healing
    - i. Formatting complete; needs to be loaded onto Amazon
    - ii. No longer available through North Atlantic Press. Barbara has purchased the rights to the book
    - iii. CH still has old cover
  - c. In-Person meeting with Henry
    - i. Henry and Tana need to connect so she can order Human to fulfill orders. Henry needs to upload book to Kindle.
      1. Henry has access to upload books, Tana has access to order printed books
    - ii. Henry working on updating print and Kindle books in Amazon
    - iii. Tana to connect with Henry to get completed books onto Amazon
      1. Issues with access persist
  - d. Audio Book
    - i. Audiobook "47 Stories" completed.
      1. Need to upload "47 Stories" to Amazon Kindle and Audible
    - ii. Terri has update on "Cosmic Healing" inquiries
      1. 47 Stories is 3-hour audiobook - took 80 hours to edit
        - a. Editing would be substantial for Cosmic Healing, especially if not recorded in studio
        - b. Not recorded in studio which required a lot more editing
      2. CH is a long project - estimating ~60-hour book
        - a. Recording needs to be done in 4-hour chunks at most
      3. Terri to get tally of # of pages to get estimate of studio and editing time required
      4. Terri also has a potential reader for Aaron's part: person has a Scottish accent - Terri to record a short snippet of him speaking and circulate to others in the Board and Barbara to see if accent is difficult to understand
    - iii. Tavis needs info about Audible
      1. Upload and link to Amazon

### 3. Development

- a. Streamlining Communication
  - i. Trish meeting with each board member to update policy & procedures
  - ii. New Data Entry System
    - 1. Database up and running
    - 2. UPDATE: Emily to tweak upsets/bugs as registrations come into new database
    - 3. Process of automating future registration forms to bring in contact information (new & updated) into the database system underway
- b. Marketing Architecture
  - i. Email Campaigns (to communicate DSC events) with links to website intended to increase website traffic
  - ii. Build social media presence to create warmth and rapport
    - 1. FaceBook, IG
      - a. Trish's social media and email campaign strategy working
      - b. Emily trying to help fix our IG access
- c. Policy & Procedure Updates/Announcements (Tana and Trish)
  - i. Audio Transcripts
    - 1. Teachers responsible for sending audio files to students (with disclaimer)
    - 2. If delegated to staff, need a 48-72 hour window to complete task
    - 3. Zoom volunteers not to send audios out to students
    - 4. RW - Barbara makes an audio recording (Zoom Team does not record RW on Zoom)
    - 5. EWA
      - a. Audios not sent out to the class, only to Janice and Tana
      - b. Videos edited and put onto YouTube with no identifying information; then goes out to donors and people registered for EWA only
      - c. Transcripts go up on the website once reviewed by Barbara
      - d. 1-year of transcripts to stay on main page, and move to the archives after a year
    - 6. Barbara and John's class: student page ready for loading content of classes
      - a. Audio will be loaded onto this site 48-72 hours after the class
      - b. Class transcripts placed on page after Barbara's review

### Teams

#### Technology

- 1. Archives
  - a. Upload of current archive transcripts to Omeka
    - i. Omeka S successfully installed!
    - ii. Next step is a test upload of the database
  - b. Tana to connect with Janice to ensure that database of transcripts is backed up
    - i. Also need to ensure DSC has access to database should something happen to Janice
  - 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 determine whether images/tables can be set inline or need to be appendices at the end
- 2. Daily Reflection emails
  - a. New template fine as is
  - b. Coloured bar is fine as it is for not, so template to go out as it is
  - c. Will not add images for now
  - d. Isabelle and Roger to update script to use new template
- 3. Website Edits
  - a. Website updated for Fall programs
  - b. Barbara to finalize for October retreat and send to Tana
- 4. Systems Management
  - a. Updated graphic of DSC electronic systems available on Google Drive
  - b. Recent Technical issues Report on Google Drive
  - c. Barbara's mic
    - i. Olas Purchased Lapel mic. Tested in Group of 5.

## Curriculum Team

### Fall 2022 Curriculum

- 1. Registration for fall programs coming in
- 2. Fall dates approved for
  - a. Awakening and Living Awake (9/13-June?)
    - a. Short workshop December 10 from 10AM to 4PM Eastern
  - b. Robert Jacobs (9/15-12/15)
  - c. EWA (9/21-12/14)
  - d. RW (9/18-12/11)
  - e. Fall Retreat (10/29-11/5)
  - f. Healing Workshop (2/11-2/18)
  - g. June Intensive (6/3-6/10 most likely)
    - a. Culmination of Living Awake class, but also open to experienced vipassana practitioners
    - b. Barbara to confirm dates with John
  - h. Celeste Vipassana (9/5-12/5)
  - i. Newcomers Class (9/14-11/30)

### Fall 2022 Events

- 1. Retreats
  - a. Fall
    - 1. Need to market registration info by Sept. 1
    - 2. At-Home instructions verbiage example
      - a. Colette to customize and personalize verbiage for DSC
  - b. Healing Workshop 2023
    - 1. February 11-18, 2023
  - c. June Intensive 2023

1. Need to market registration info by April

## Volunteer Coordinator

1. Updates
  - a. Volunteer for BB financials
    1. Done
  - b. Volunteer for BB groceries
    1. Done
  - c. P&P: Terri and Trish went through entire folder
  - d. Barbara could use a volunteer to go through the list of transcripts she has and identify which ones are reviewed and loaded on the archives and which are not
    1. Transcript volunteer to work with Janice on this
    2. Terri to connect with Janice as the current archives don't allow searching
2. Volunteer log form (Trish)
  - a. A blank form in Volunteer file on Google Drive
    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
3. Terri to work on getting energy holding volunteers for RW and EWA

## Zoom

1. Classes, EwA and RW have Zoom hosts assigned **except for 10/16 and 10/25**
  - a. Tana to contact David Teare to ask him if he can host on Oct 25
  - b. Tana to contact Josie or Debra to see if someone can host RW on Oct 16
2. Fall Retreat 10/29 - 11/05 needs to be filled
3. Pat and Trish reviewed P&P Zoom Team folder
  - a. Trish tweaking/reviewing P&P for Zoom Team
4. Backup plans for Zoom hosting - Isabelle and Tana to work together to come up with multiple backups in case of issues

## Fundraising

1. Adopt a Bill program (campaign ran for 2 weeks)
  - a. 4 new monthly donors; 3 one-time donations
  - b. Adopt-a-bill is year-round fundraiser
  - c. Trish to send out image for all Board members to append to email signature for any DSC email sent out
2. Fundraiser for Nov and Dec underway
  - a. Fundraiser #GivingTuesday (Nov. 29)
    1. Relaunch Adopt-A-Bill
  - b. Matching Funds Dec
    1. Tavis to connect with Fawn as she has relationship with major donors
    2. Trish to connect with Fawn for help with end of year fundraising
    3. Board members to connect with 5 people each to ask for donations, and ask them to also ask people they know for donations

- c. Trish needs help getting stories from community
3. Promote AmazonSmile
  - a. Steady flow monthly coming in from charity fund
  - b. Amazon Prime Days (July 12-13)
  - c. Black Friday (Nov. 25)
  - d. CyberMonday (Nov. 28)

### Policy & Procedure

1. 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

No update at this time

### Action Items

1. Board members and staff to reflect on where they see DSC going and email Tavis
2. Barbara and Tana to discuss creating short, focused videos (10-20 minutes) suitable for beginners, as an ongoing series of basics of meditation and DSC teachings
3. Barbara to ask John if he would be willing to record some short teaching videos
4. Colette to explore whether Kevin Moore still making films about mediums,
5. Tana to check Youtube channel for film including Barbara and Aaron
6. Barbara to write a personal letter to recruit volunteers and a new Treasurer
7. Terri and Colette to complete conflict of interest form
8. Tana to connect with Henry to get completed books onto Amazon
9. Terri to get tally of # of pages to get estimate of studio and editing time required
10. Terri to record a short snippet of reader with Scottish accent and circulate to others in the Board and Barbara
11. Tana to connect with Janice to ensure that database of transcripts is backed p
12. Isabelle to determine whether images/tables can be set inline in Omeka or need to be appendices at the end
13. Isabelle and Roger to update script to use new template for Daily Aaron
14. Barbara to finalize for October retreat and send to Tana
15. Barbara to confirm dates of June class intensive with John
16. Colette to customize and personalize At-Home retreat instructions verbiage for DSC
17. Terri to connect with Janice on status of transcript (reviews, unreviewed, loaded on archives site)
18. Terri to work on getting energy holding volunteers for RW and EWA
19. Tana to contact David Teare to ask him if he can host on Oct 25
20. Tana to contact Josie or Debra to see if someone can host RW on Oct 16
21. Isabelle and Tana to work together to come up with multiple backups in case of issues
22. Trish to send out image for all Board members to append to email signature for any DSC email sent out
23. Tavis to connect with Fawn as she has relationship with major donors

24. Trish to connect with Fawn for help with end of year fundraising
25. Board members to connect with 5 people each to ask for donations, and ask them to also ask people they know for donations

## Next Meeting

September 18, 2022, 8PM Eastern