

# Deep Spring Center

## Board of Directors Meeting

18 SEPTEMBER 2022 / 8:00 PM EST / ZOOM

### Attendees

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

Regrets: Terri McClernon

Guest: Stephanie Katz

### Aaron's Guidance

Aaron offered his blessings and love, but did not incorporate.

### President's Report

#### Action Items

1. Aaron asked Board members to do a daily positive manifestation visualization exercise
2. Letter 8/14/22 staff requests
  - a. COO duties
    - i. Designation of the person who is Chairman of the Board to also hold positions of President of the Corporation and COO intended to ensure the spiritual vision and mission flows from the Board to the employees of Deep Spring Center and carried out in accordance with DSC's spiritual mission and vision. The Chairman may designate another member of the board or a volunteer Sangha committee to oversee employees in their stead. The duties as outlined at the inception of Deep Spring Center will be upheld as intended and legally filed with the state.
  - b. New titles recommended
    - i. Tana Dean, Director of Administration
    - ii. Trish Maley, Director of Fundraising and Communications
    - iii. Emily, Assistant to Director of Administration
3. Recruitment Update
  - a. Treasurer
  - b. New board member
4. Board Feedback on Vision
  - a. Board moving from operations back to advisory and strategic role
  - b. Board meeting format
    - i. Starting in October, only Board members and Barbara to attend Board meetings; staff will only attend when presenting

- ii. Tavis to meet with staff prior to monthly Board meetings to go over operations, and bring forward any items for discussion with Board at monthly Board meeting
  - iii. Staff to submit monthly reports to the Board by the Friday prior to the Board meeting
  - iv. If staff have a report to present to the Board, staff member will request to be scheduled on the next Board meeting to get feedback from the Board
  - v. Board may also invite staff to participate if there is a need, giving notice of 72 hours
  - vi. Board/President to explore finding an individual liaison person to support staff
  - vii. Minutes to be sent out in a timely way post-Board meeting for staff to receive updates in DSC plans and directions. COO or designee will coordinate and clarify with staff as needed.
- c. Colette's expanded role
- i. Colette taking on more mediumship work; will cover for Barbara if Barbara were not able to attend an event or class

## **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"

## **Treasurer's Report**

### **Current Financial Update**

- a. Update
  - i. Center is spending more than it is taking in this year
  - ii. Major sources of income are programs by Barbara, Aaron and John and donations
  - iii. Need strategies to increase income
- b. Julian leaving his position
  - i. Tavis spoke to a person potentially interested. Isabelle to speak to Jim Hoyt.

## **Office Staff Reports**

### **Development**

- 1. Publishing Folder
  - a. Translated books needed on Amazon
    - i. Only English translations up on Amazon
  - b. Book Production List
    - i. Audio Book

1. Tavis to sort out getting 47 Stories of Jesus on Audible
    - ii. Cosmic Healing
      1. Terri: get total # of pages of male voice
      2. Male voice to be tested among community to get feedback
  - c. Aaron's book "Human"
    - i. Will be put up as PDF book until we can get Amazon physical copies issue sorted
    - ii. Issue with Deep Spring Press Amazon account
      1. Tana to email Barbara to sort this issue out
2. Development
  - a. Streamlining Communication
    - i. New Data Entry System
      1. UPDATE: Emily to tweak upsets/bugs as registrations come into new database
      2. Email automation should save Tana time once up and running
  - b. Marketing Architecture
    - i. Email Campaigns (to communicate DSC events) with links to website intended to increase website traffic
      1. Stats show more opens and clicks on our emails
    - ii. Build social media presence to create warmth and rapport
      1. See graphs of increased contacts presented at Aug meeting
    - iii. Terri met with Todd to discuss further marketing concepts
      1. Tana or Trish to speak with Todd about improving mobile formatting of emails. Sometimes the mobile format is skewed.

## Teams

### Technology

1. Archives
  - a. Upload of current archive transcripts to Omeka
    - i. Omeka S install had errors. Trying to re-install and upload our corpus of transcripts.
  - 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
2. Daily Reflection emails
  - a. Roger updated script to use new template for Daily Aaron
    - i. Tested this weekend successfully
    - ii. First one to go out to email list tomorrow morning
  - b. Will not add images for now
  - c. Issue identified with daily reflection email not sending on some days - think it's because of Em-dashes in some of the quotes
    - i. Will try and find a tech solution to not have to replace Em-dashes
    - ii. If cannot find a tech solution, will replace Em-dashes with hyphens
3. Website
  - a. Website maintenance
    - i. Continuing as usual
  - b. Tana working with Surelutions on pop-ups for the site

- c. New student website page for Living Awake class up and running
  - i. Goal is to cut down on number of emails
  - ii. Zoom link is included on this page
  - iii. Will not include class audios

## **Curriculum Team**

### **Fall 2022 Curriculum**

1. Registration for fall programs coming in
2. Fall dates approved for
  - a. Awakening and Living Awake (9/13-6/2023)
    - a. Need winter registration info by end of October
  - b. EWA (9/21-12/14)
  - c. RW (9/18-12/11)
  - d. December intensive (12/10 - 10AM to 4PM)
  - e. June Intensive (6/3-6/10 most likely)
  - f. Celeste Vipassana (9/5-12/5)
  - g. Robert Jacobs (9/15-12/15) - canceled
  - h. Newcomers Class (9/14-11/30) - canceled

### **Fall 2022 Events**

1. Retreats
  - a. Fall Retreat (10/29-11/5)
    1. Already actively marketed in our emails and other marketing material
    2. Registrations starting to come in
  - b. Healing Workshop 2023 (1/21-1/28)
    1. Dates updates since last meeting
    2. Need to market registration info by November 1
  - c. June Intensive 2023
    1. Need to market registration info by April

## **Volunteer Coordinator**

1. Updates
  - a. Need: transcript volunteer (Nina to work with Janice)
  - b. Need: final draft email editor
  - c. Need: volunteer coordinator
2. Volunteer log form (Trish)
  - a. A blank form in Volunteer file on Google Drive
    1. Board members to complete as well

## **Zoom**

1. Classes, EwA and RW have Zoom hosts assigned
2. Fall Retreat 10/29 - 11/05 - Pat to host
3. If issues arise during an event/class, host to try to troubleshoot to best of their abilities

## **Fundraising**

1. Fundraiser work for Nov and Dec underway

## Policy & Procedure

1. Board Transition Manual in progress
  - a. Onboarding and offboarding board positions, orientation of new board members
2. Audio Transcripts
  - a. Teachers are responsible for sending audio files to students (with disclaimer)
  - b. If delegated to staff we need a 48-72 hour window to complete task
  - c. Zoom volunteers are not to send audios out to students
  - d. Barbara makes an audio recording for RW (Zoom Team does not record RW on Zoom)

## Barbara

Tana to send latest Living Awake class email list to Barbara to be able to send out audio files by **BCC to students**

## Action Items

1. Isabelle to connect with Jim Hoyt re: treasurer position
2. Tavis to sort out getting 47 Stories of Jesus on Audible
3. Tana to email Barbara to sort out Deep Spring Press Amazon issue
4. Tana to connect with Janice to ensure that database of transcripts is backed up
5. Tana to send latest Living Awake class email list to Barbara
6. Tana/Trish to contact Todd about fixing mobile formatting of emails
7. Trish to fill out jot form for volunteers to request Email Final Draft Editor and make sure this request gets sent to Terri-volunteer coordinator and request put into DSC email and on website
8. Staff to add request for Volunteer Coordinator in emails and on website
9. Trish and Tana to update policies and procedures to reflect changes in staff duties and board attendance

## Next Meeting

October 23, 2022, 8PM Eastern

Strategic Planning annual meeting Friday, Dec 2, 2022