

Deep Spring Center

Board of Directors Meeting

19 FEBRUARY 2023 / 8:00 PM EST / ZOOM

Attendees

Tavis Taylor, Barbara Brodsky, Terri McClernon, Stephanie Katz, David Teare, Isabelle Mook-Jodouin

Regrets: Colette Simone, Patricia Polanski

Aaron's Guidance

My blessings and love to you all. I am Aaron. I found much joy today in the gathering of a memorial for Allen. This is what a sangha is meant to be: a circle of loving brothers and sisters, who support each other in so many ways, who have deep opening to the dharma, and the ability to share it. Someone conjectured that the next Buddha might be a sangha, and that makes sense to me. I am very happy to see what has come of our 34 years together. The depth to which people are opening their hearts and their wisdom also, the growth of that, and the mutual support.

I want to thank you all as the Board, for the support you give to this. Because without people to tie it together and hold the programs together, it couldn't happen. So this beautiful sangha really speaks of your dedication. Thank you. I am Aaron.

President's Report

New Member Orientation

David's orientation progressing well, working in Google Drive and working with Tana to get access to everything for the financials.

Tana and David looking at getting inexpensive version of Quickbooks for David to view only.

Action Items

1. Tavis to work with David Bell to get 47 Stories of Jesus up on Audible
 - a. Intro is needed to upload to Audible
 - b. Account has been created
2. Board to do an in-depth analysis to determine if pared-down fundraising is a better choice given staff time required to do large fundraising campaigns
 - a. Board looking to know if total fundraising raised more than was spent on staff time
3. Tana, David and Tavis to meet in the spring to explore subscription-based program with different tiers
4. ~~Tavis to talk to Tana about sharing the Evenings with Aaron audios with participants immediately after the session~~

- a. Tana to send out unedited audio to all registered participants (including donors who receive EwA as a thank you) immediately after session
- b. Stephanie to connect with Tana. Isabelle available to assist if needed.
- ~~5. Terri to email Barbara with commitment and responsibilities of Board member, and do the same for other volunteers for Barbara to ask at the beginning of classes~~
6. Isabelle to connect with Janice re: database with tags for new archive site
 - a. Still outstanding
7. Isabelle to prepare form to recruit volunteers with WP experience to help build and maintain
 - a. Still outstanding
8. Barbara to select dates and topics for short, one-day events (between 3 and 6)
9. Barbara to get information about June intensive to Tana by April for marketing
- ~~10. Terri to add a statement to emails to volunteers when not BCC'ing, indicating that email addresses are provided for logistic purposes and to please not use for other purposes, and that people can opt-out by letting her know.~~
- ~~11. Isabelle to connect with Leslie to get started on building archives site~~
12. Board members to review fundraising and email campaign link clicks in detail before next meeting
13. Board members to review survey feedback before next meeting to consider recommending changes to programs
14. Board members and Barbara to review Excel spreadsheet of marketing timelines to ensure content sent to staff in timelines they need.

Conflict of Interest Forms

Due end of March 2023

Outstanding: Tavis, Pat, Isabelle, Terri, Stephanie, Colette

Isabelle to organize prior forms by years: 2021, 2022, 2023, update template with year, and send link out to all Board members

Amazon Books

Henry withdrawing from project due to health issues

Will need to determine how to proceed from here

Need to get new edition and translations of Cosmic Healing up on Amazon

Call for volunteer with self-publishing experience to assist to go out in a future email

Barbara to share need for a volunteer for this at the beginning of class

Treasurer's Report

Current Financial Update

David provided update to the Board - budget stable for now

David to inquire about Athens Area Community Foundation Grant \$1000 from Dec 2022

David to inquire about insurance expense having increased substantially despite having decreased our coverage

Staff Reports

Board members to cc Stephanie on all emails to staff

Fundraising

End of year, mid year, graph

Clarify cost of fundraising review

Surveys for RW, EwA, retreats in google drive

Plan for next year is to ask at registration if student wants small group meeting at end of class or on a different day to organize small groups

Email campaigns /Marketing

Stephanie to connect with staff to ascertain status of MailChimp contacts (~1,200) versus Active Campaign (~500) - were all contacts moved over from MailChimp? If still outstanding, perhaps Todd has trick to import remainder of contacts

Stephanie to work with staff to schedule meeting with Todd to assess status of process move from MailChimp to Active Campaign

Suggestion to add in monthly reminder to Daily Aaron quotes that these are funded by donations

Will be adding a disclaimer to registration emails, asking people not to share, as Zoom has an attendee limit, and if a link is shared, others who registered may not get into zoom session

Donation amounts are in ranges for general use in AC

Tana and Trish have an excel spreadsheet with all the planned events and recommended times for marketing. Board needs to keep abreast of these dates.

Stephanie's report re: staff meetings

Stephanie to remind Trish to put her title on correspondence

Asana for Stephanie and staff: good planning tool for ensuring all areas of the website get updated when update required

Policy & Procedure

Subjects needing attention by the board have been uploaded and organized on the G-Drive, as pending potential policies that need consensus.

Board members to each review list of subjects prior to next meeting for discussion

Website management reorganization - Tana scoping out changes with Leslie, and will get a quote for any changes that need to be made by Leslie's team. Goal is to have more user friendly site, and make updating website easier

Staff tracking their time on different work for Board to have data to make decisions

Paid ads on Youtube and Facebook:

Tana has used Facebook ads to market classes and retreats for years

Stephanie to ask Tana to pull metrics on these ads on both platforms to see if we are getting a return on our investment

Offerings aimed at a larger audience can be marketed more broadly; those targeted at our current students don't need to have paid ads. David to work with Tana to identify reasonable ad budget.

Each semester, when material for events are prepared for posting on the website, Board to identify which are suitable for paid ads.

New teachers and ownership of event recordings

DSC has owned all recordings of previous teachers

Need to be clear when bringing on new teachers about ownership of recordings

Stephanie to create checklist of logistical items to be determined for new classes

Stephanie to ask Tana to provide report on Celeste's and Robert's classes for next meeting

What the staff needs from the board

Need 2 more zoom host volunteers

Rectify book issues: David to assist Tana with mailing books out

Update P&Ps

Teams

Important dates 2023

1. Awakening and Living Awake
2. EWA
3. RW
4. June Intensive
5. Celeste Book class
6. Robert's class
7. Fall curriculum
8. One day 10-3pm short events 3-6 times a year - Barbara to select dates and topics

Fall 2023 Retreats

June Intensive 2023

Barbara to get information to Tana by April

Volunteer Coordinator

Medium support reminders on auto send emails

Stephanie to connect with Tana to confirm that reason for coordination with Terri and mediums is to ensure Zoom links get sent to mediums

Mediums to receive links for entire semester of RW/EwA sessions to simplify logistics

P&P updated re: medium support emails

Terri added copy of medium emails sent asking for RW and EwA, including message from Aaron and guided meditation from Mary to Board Google Drive

Zoom

Stephanie and David to meet with Tana to clarify what Tana means by requesting new zoom management to be handed off

Barbara to continue to regularly invite new Zoom host volunteers and ask that they contact Tana if interested

Technology and Archives

Isabelle to connect with Janice re: database with tags for new archive site - still outstanding

Isabelle to prepare form to recruit volunteers with WP experience to help build and maintain - still outstanding

New Archives Site

Isabelle met with Leslie to provide requirements for archives site

Leslie provided initial estimate of development, hosting and software license cost

Isabelle has approved costs for development and hosting.

Isabelle and Roger have concerns about costs of plugins and themes, as they are paying for hosting and maintenance as donation to DSC. Meeting and demo scheduled with Leslie this week to discuss.

Development to start after demo

Isabelle to include Tana in meetings with Leslie for new archives

Daily Aaron quote and Active Campaign: Isabelle and Roger looked into Active Campaign API. Feasible for Roger to re-script in AC. Roger to read API documentation to allow.

Will need to have discussion of transcripts on the main site vs archives only

Board Google Drive account access:

Some folders still owned by former Board members Julian and Roann. Isabelle to work to copy files and folders or transfer ownership.

Organization Google Accounts (ex: UMichigan) problematic as provides access for organization's IT staff to see files and emails.

Will write new Board policy that Board members must use non-institutional personal Google account for Board email and file upload.

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17. Stephanie to remind Trish to put her title on correspondence
18. Stephanie to ask Tana to pull metrics on these ads on Youtube and Facebook to see if we are getting a return on our investment
19. David to work with Tana to identify reasonable ad budget.
20. Stephanie to create checklist of logistical items to be determined for new classes
21. Stephanie to ask Tana to provide report on Celeste's and Robert's classes for next meeting
22. Stephanie to connect with Tana to confirm that reason for coordination with Terri and mediums is to ensure Zoom links get sent to mediums and inform Tana of policy change whereby mediums will receive links for entire semester of RW/EwA sessions
23. Stephanie and David to meet with Tana to clarify what Tana means by requesting new zoom management to be handed off
24. Barbara to continue to regularly invite new Zoom host volunteers and ask that they contact Tana if interested
25. Isabelle to include Tana in meetings with Leslie for new archives
26. Isabelle to copy files and folders or transfer ownership for files owned by Julian or Roann.
27. Terri to review volunteer policies and procedures for accuracy
28. Isabelle to review archives policies and procedures for accuracy
29. All Board members to review whether any of their Board responsibilities or tasks do not have an accompanying policy/procedure, and complete and place on Google Drive if missing.

Next Meeting

March 19, 2023, 8PM Eastern