

# Deep Spring Center

## Board of Directors Meeting

19 MARCH 2023 / 8:00 PM EST / ZOOM

### Attendees

Barbara Brodsky, Terri McClernon, Stephanie Katz, David Teare, Isabelle Mook-Jodouin, Patricia Polanski

Regrets: Tavis Taylor

### Aaron's Guidance

Aaron did not incorporate to speak.

### President's Report

#### Action Items

1. Tavis to work with David Bell to get 47 Stories of Jesus up on Audible
- ~~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
    - i. Hours for 2022 not tracked in a way that makes this analysis possible
    - ii. Trish to track time on different projects using timesheets for 2023
3. Tana, David and Tavis to meet in the spring for brainstorming session to explore subscription-based program with different tiers
  - a. Response to need expressed by some members of the sangha for having a monthly subscription rather than sending donations sporadically throughout the year
    - i. Needs to be more fully fleshed out
      1. Refund policy?
      2. Discount per class?
      3. Solicit input from sangha?
    - ii. Important to introduce properly to sangha: participate frequently and pay for programs individually, we have heard that some of you would like to bundle it together
    - iii. Not a membership, not creating separation of us versus them
  - b. Tana requesting information on how to prepare for this meeting
    - i. Meeting will be a brainstorming meeting
      1. Board members to look at other centers' models, gather ideas and send to David for him to bring to brainstorming meeting
    - ii. Attending to idea that people may be interested in bundling/subscribing
    - iii. Data from Tana:
      1. Statistics of overlap of attendees for different offerings
      2. Financials

3. How many people voiced feeling of constantly giving DSC money
- c. Important not to rush this process
  - i. Need to foresee and solve logistical issues with tracking, implementing
  - ii. This would add more things for staff to manage
  - iii. Can we leverage Active Campaign and other tools for management?
4. Tavis to talk to Tana about sharing the Evenings with Aaron audios with participants immediately after the session
  - a. Tana has concerns about sending out unedited audio
    - i. Participants expect a quick turnaround for this content, so will meet their expectations with this unedited audio
    - ii. Unedited audio only going to registered participants (including sustaining donors)
    - iii. Unedited audio to take the place of edited videos given Tana's time expense for editing
  - b. Edited video useful for public marketing of the center, so there is value in having some of them edited; Aaron to decide which are important to have edited
5. Isabelle to connect with Janice re: database with tags for new archive site
  - a. Still outstanding
6. Isabelle to prepare form to recruit volunteers with WP experience to help build and maintain
  - a. Still outstanding
7. Barbara to select dates and topics for short, one-day events (between 3 and 6)
  - a. Staff need class details 4 months ahead for marketing planning
  - b. Still outstanding - will be going ahead for the fall
8. Barbara to get information about June intensive to Tana by April for marketing
9. Board members to review survey feedback before next meeting to consider recommending changes to programs
  - a. Surveys for RW, EwA, retreats in google drive
    - i. 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
    - ii. Confidentiality and boundary concerns noted in surveys to be addressed in P&P on small groups
    - iii. Create video of BB giving Vipassana instructions
    - iv. Consider doing EwA in 90 minutes
10. Board members and Barbara to review Excel spreadsheet of marketing timelines to ensure content sent to staff in timelines they need
  - a. Applies to any content from the Board and teachers that needs to be marketed or sent out by staff
    - i. Class content especially important

### **Board Membership**

Colette has resigned from the Board.

### **Conflict of Interest Forms**

Due end of March 2023

Outstanding: Tavis, Terri

### **Amazon Books**

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

Terri to reach out to some people for assistance and advice on getting books up on Amazon

Tana has created report on Google Drive on current state of DSC books

David volunteering his time to mail out books to assist Tana

### **Treasurer's Report**

#### **Current Financial Update**

David provided update to the Board - budget looks stable for now

Athens Area Community Foundation Grant from Dec 2022 secured by David Kurtz - no strings attached

Insurance expenses still being reviewed. Tana reports expense is \$148 less than last year.

Tana requesting quote from Leslie S for website updates

2022 business taxes currently with tax preparer

### **Staff Reports**

Board members to cc Stephanie on all emails to staff

Barbara to start meeting with Tana weekly to work through any communication issues

#### **Proposed video classes for 2023**

Item tabled to next meeting

#### **Development**

Stephanie to ask Trish to prepare a presentation of development ideas for the Board

Presentation to occur as a standalone meeting (not at regular Board meeting)

Would help Board come up with more concrete development goals for center staff

#### **Email campaigns /Marketing**

MailChimp contacts not yet in Active Campaign

Staff requesting approval of Board to pay Todd to assist with import of contacts

Board approved \$1000 for Todd to train Tana and Trish on Active Campaign

Stephanie to work with Tana and Trish to identify goals and training plan

Timing for training should be just before content is ready to be created in Active Campaign

Stephanie to work with Isabelle to review goals and training plans

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

Board agreed with staff suggestion to add link to website donation in new Daily Aaron template on Active Campaign instead of monthly reminder, less obtrusive

Reason for delay is that editing the MailChimp template is challenging and we're moving to Active Campaign anyway

Disclaimer for registration emails, asking people not to share

Board decided against adding a disclaimer saying not to share, as some people may have a true need at that time, have missed the registration deadline and may get the link from a friend

Board decided to trust the dharma; if people have a need for the dharma but cannot pay, that's ok because that's also a part of our mission

### **Stephanie's Report re: staff meetings**

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 to prioritize which P&P to complete first:

1. New teachers - Pat to work with Trish on this policy
2. Small groups instructions for students - Pat to work on this policy
3. Board member personal Google Account - Isabelle to work on this policy

Paid ads on Youtube and Facebook:

Tana and Trish have a monthly budget for ads within which they stay

Discussion last meeting based on misunderstanding; Board does not need to be involved in marketing

Tana and Trish to continue as they have been working

New teachers and ownership of event recordings

Pat to cover this topic with Trish in the P&P for new teachers

### **What the staff needs from the board**

Need 2 more zoom host volunteers - would be helpful to have some backup to have wiggle room

## **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

### **Zoom**

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

Not currently in crisis for Zoom volunteers

As the administrator of the account, Tana's support sometimes needed to resolve issues

### **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 awaiting contract from Leslie to start work - Isabelle to reach out to Leslie again this week

### **Daily Aaron**

Active Campaign: still outstanding. Will be able complete within 3-month timeline identified by staff for switchover to Active Campaign.

Issue with Daily Aaron not pulling correctly again. Isabelle to discuss with Roger to troubleshoot issue.

Once new archives site is ready, transcripts to be kept on archives site only and linked on the main site

### **Board Google Drive account access:**

Isabelle copied over all files contained in Roann's Google Drive. Isabelle to work with Julian next to copy files and folders or transfer ownership.

## **Action Items**

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7. Board members to review survey feedback before next meeting to consider recommending changes to programs
8. Board members and Barbara to review Excel spreadsheet of marketing timelines to ensure content sent to staff in timelines they need
9. Terri and Tavis to complete conflict of interest form
10. Barbara to share need for a volunteer for Amazon book publishing at the beginning of class
11. Terri to reach out to some people for assistance and advice on getting books up on Amazon
12. Board members to cc Stephanie on all emails to staff
13. Barbara to start meeting with Tana weekly to work through any communication issues
14. Stephanie to ask Trish to prepare a presentation of development ideas for the Board
15. Stephanie to work with Tana and Trish to identify goals and training plan for Active Campaign
16. Stephanie to work with Isabelle to review goals and training plans for Active Campaign
17. Pat to work with Trish to draft policy for new teachers
18. Pat to draft policy for small group instructions for students
19. Isabelle to draft policy for Board member personal Google Account
20. Barbara to continue to regularly invite new Zoom host volunteers and ask that they contact Tana if interested
21. Isabelle awaiting contract from Leslie to start work - Isabelle to reach out to Leslie again this week
22. Isabelle to discuss Daily Aaron messages not sending every day with Roger to troubleshoot issue.
23. Isabelle to work with Julian to copy all DSC Board files and folders / transfer ownership

## Next Meeting

April 16, 2023, 8PM Eastern