

Deep Spring Center Board of Directors Meeting

16 APRIL 2023 / 8:00 PM EST / ZOOM

Attendees

Tavis Taylor, Barbara Brodsky, Terri McClernon, Stephanie Katz, Isabelle Mook-Jodouin, Patricia Polanski

Regrets: David Teare

Aaron's Guidance

Aaron sent his blessings and love to everyone, but did not incorporate.

President's Report

Action Items

1. Tavis to work with David Bell to get 47 Stories of Jesus up on Audible
2. Tana, David and Tavis to meet in the spring for brainstorming session to explore subscription-based program with different tiers
 - a. Aaron does not want us using the "subscription" terminology to avoid in-members and out-members; will find another term
 - b. Tana to look at what we've charged in the past and the cost of these programs ie. how much time does she spend in sending out emails, updating website, registering for an event or class? Does Trish assist in this process? What does our subscriptions for software cost to support these programs?
 - c. Julian had set up a fee schedule for various kinds of offering; in 2021 Annual Meeting Treasurer's Report on Google Drive
3. Isabelle to connect with Janice re: database with tags for new archive site
4. Isabelle to prepare form to recruit volunteers with WP experience to help build and maintain
5. Barbara to select dates and topics for short, one-day events (between 3 and 6)
 - a. Barbara to endeavor to get these to Tana by May
- ~~6. Barbara to get information about June intensive to Tana by April for marketing~~
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
 - a. Tavis has all digitized books, but trying to get the covers, and the formatted documents from Henry. Need all of Henry's files for Barbara's books

- b. Tavis to connect with Barbara for help to hopefully get these documents from Henry
- 11. Terri to reach out to some people for assistance and advice on getting books up on Amazon
 - a. One of Terri's contacts offered to volunteer to help, and there is another potential lead
- 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 Terri 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

Website

Have been having some challenges with timely responses from Surelutions

Tana requested quote from Leslie for website updates, still waiting for response

Board Minutes Google Drive Folder

Isabelle to switch Stephanie's access to her personal account for DSC Board Google Drive

Copy of minutes in Board folder is official legal version

Isabelle to change staff access for minutes folder and subfolders to be read-only; staff can still take copy of minutes document and save in staff folder to provide feedback

Minutes on website to be in pdf format

Isabelle to go through all past minutes on Google Drive and delete all comments from all documents

No links from website to Google drive

Amazon Books

Cosmic Healing audiobook: studio where Terri was going to do the recordings may be closing; Terri to keep Board apprised

Treasurer's Report

Current Financial Update

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

Insurance

Tavis to get quotes from other companies as reducing our coverage actually increased our premium

Some of our insurance coverage that was cut necessary for in-person retreats; will need to purchase again should we choose to hold in-person retreats again

Staff Reports

Barbara meeting with Tana every 2-3 weeks to work through any communication issues

Development

Board to have a brainstorming session with staff on a Saturday in June or July

Trish can share her framework for approaching fundraising and marketing

Could use this session to help set financial goals

Helpful to look back at past years' donation totals

Email campaigns /Marketing

Active Campaign

Stephanie to confirm with Tana which subscription tier we have for AC and total number of contacts we have in MC

Tana and Trish have begun working with Todd and will identify goals

Tana and Trish to go through their processes with Todd so Todd can suggest efficiencies

Stephanie's Report re: staff meetings

Asana

Staff are not using Asana

What the staff needs from the board

2 more zoom host volunteers

Rectify book issues

Finalize calendar

Provide event descriptions in time for emails

Fall 2023/spring 2024 subscription fees - David, Tavis and Tana meeting in April

Update P&Ps

Barbara

New Video Class

Tana and Barbara will be recording multi-part series of introduction to vipassana videos for a fall class - see staff report for details

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
 - a. Barbara to reach out to previous teachers to see if they wish to offer classes in the fall and ask them to respond to Tana
8. One day 10-3pm short events 3-6 times a year - Barbara to select dates and topics

Evenings with Aaron videos

DSC made commitment to donors that they would receive these videos when they offered their donation, so need to see this through the end of the year at least

Barbara noted Aaron's energy coming through video is helpful.

Concern re: people being able to further share others' image and voice if sharing unedited video

Board decided that unedited video including only the talk by Aaron, and no participants voices or image, will be sent out to donors

Zoom host to end the recording after Aaron's talk, and start a new recording for the Q&A section. Q&A video session will not be sent out

Both Aaron's talk and Q&A to be included in the transcript as per usual process

Further discussion: value of youtube videos noted. Perhaps in summertime these videos can be edited and uploaded so Tana's time the rest of the year is devoted to other needs.

Volunteer Coordinator

3 volunteer requests still up on website: Terri to connect with Barbara to see if these are still needed, and if not, will ask Tana to update the website

Zoom

Whenever a new event is planned, need to connect with Tana early to arrange zoom host(s)

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

Technology and Archives

New Archives Site

Contract was signed, work to start soon. Leslie estimating 3-5 weeks for development

Daily Aaron

Active Campaign: still outstanding. Will be able to complete coding for Daily Aaron in AC by the time staff have switched over all MC contacts to Active Campaign.

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

Board Google Drive account access:

Isabelle to meet with Julian this week to transfer ownership of files and folders

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16. Isabelle to switch Stephanie's access to her personal account for DSC Board Google Drive
17. Isabelle to change staff access to for minutes folder and subfolders to be read-only
18. Isabelle to go through all past minutes on Google Drive and delete all comments from all documents
19. Tavis to get quotes from other insurance companies
20. Board to have a brainstorming session with staff on a Saturday in June or July
21. Stephanie to confirm with Tana which subscription tier we have for Active Campaign and total number of contacts we have in MailChimp
22. Tana and Trishto identify goals of Active Campaign training with Todd

23. Tana and Trish to go through their processes with Todd so Todd can suggest efficiencies
24. Barbara to reach out to previous teachers to see if they wish to offer classes in the fall and ask them to respond to Tana
25. Terri to connect with Barbara to see if 3 volunteer requests up on website are still needed, and if not, will ask Tana to update the website
26. Isabelle to meet with Julian this week to transfer ownership of files and folders

Next Meeting

June 11, 2023, 8PM Eastern