

# Deep Spring Center

## Board of Directors Meeting

11 JUNE 2023 / 8:00 PM EST / ZOOM

### Attendees

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

### Aaron's Guidance

Aaron did not incorporate to speak this meeting.

### 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 to for brainstorming session to explore subscription-based program with different tiers~~
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
  - a. Isabelle to complete jotform for this request this summer
5. ~~Barbara to select dates and topics for short, one-day events~~
6. ~~Board members to review survey feedback before next meeting to consider recommending changes to programs~~
7. Board members and Barbara to review Excel spreadsheet of marketing timelines to ensure content sent to staff in timelines they need
8. ~~Barbara to share need for a volunteer for Amazon book publishing~~
9. ~~Terri to reach out to some people for assistance and advice on getting books up on Amazon~~
10. Board members to cc Stephanie on all emails to staff
11. Pat to continue working with Trish to draft policy for new teachers
12. Pat to draft policy for small group instructions for students
13. Isabelle to draft policy for Board member personal Google Account
14. Barbara to continue to regularly invite new Zoom host volunteers and ask that they contact Terri if interested
15. ~~Isabelle to discuss Daily Aaron messages not sending every day with Roger to troubleshoot issue~~
16. Isabelle to work with Julian to copy all DSC Board files and folders / transfer ownership

17. Isabelle to switch Stephanie's access to her personal account for DSC Board Google Drive
18. Isabelle to change staff access to for minutes folder and subfolders to be read-only
19. Isabelle to go through all past minutes on Google Drive and delete all comments from all documents
20. Tavis to get quotes from other insurance companies
21. Board to have a brainstorming session with staff on a Saturday in June or July
22. Stephanie to confirm with Tana which subscription tier we have for Active Campaign and total number of contacts we have in MailChimp
23. Tana and Trish to identify goals of Active Campaign training with Todd
24. Tana and Trish to go through their processes with Todd so Todd can suggest efficiencies
25. 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
26. 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

### **Staff Raise**

Board unanimously approved raise for Trish via email prior to meeting

Raise comes into effect June 1, 2023

### **Taxes**

Issue with past taxes discussed; Tana coordinating response

### **Website**

Estimate for all requested updates max of \$3,000

Isabelle to reach out to Tana to be included in next planning meeting with Leslie to ensure site is easy for Tana to update

### **Board Recruitment**

Pat resigned effective August 31, 2023

Tavis resigning end of 2023

Would like to train replacement prior to end of year

All officer positions must be filled

Tavis' letter finalized and will be posted on website and emailed out soon

Terri to reach out to a couple of sangha members to gauge their interest in being a Board member

Barbara to write a letter about volunteering as dana to send to entire mailing list to help recruit more Board members especially

### **Staff at Board Meetings**

Stephanie to share with staff that Board asking for them attend first portion of board meetings to present reports, have discussion, and more connection to the Board

## **Board Minutes Google Drive Folder**

All minutes on website are in pdf format

Each user needs to remove their own comments - Isabelle emailed Tavis to remove his comments

All other comments removed

## **Books**

Audiobooks: need account set up, 2FA issue; Tavis to have his information set up for 2-factor authentication to resolve

## **Policies**

### **New teacher policy**

Pat met with Trish to discuss new policy

Policy to be used in case people approach DSC to run a class through DSC

DSC not actively soliciting new teachers presently

Registration, advertising, Zoom use, intellectual property need to be covered in policy

If DSC is running the Zoom, then it's DSC's IP; if teacher is running the Zoom, then they retain the IP

## **Treasurer's Report**

### **Current Financial Update**

Small monthly deficit trend, but budget relatively stable for now

David, Stephanie, Tavis met May 20 re: program costs

Need to develop easy, consistent donation fee schedule for programs

Average cost per student calculated at \$15/hr when average 30 students per program

Will review and determine best way forward

Tana to be included in planning process, especially to leverage ActiveCampaign

David, Stephanie, Tavis and Tana to meet again to continue planning

## **Insurance**

Tana and Tavis in discussion with insurance broker about current 3 policies regarding rates and coverage

Office building insurance at Interfaith and other old office was canceled, Tana reinstated Interfaith insurance; conversation continues for this Interfaith building insurance re: cost of insurance versus cost of materials stored at Interfaith

## **Staff Reports**

## **Development**

Brainstorming session with staff tabled until fall

June fundraiser

Goal is to increase monthly donations

Staff looking into donor advised funds

Thank-a-thon April and May to thank donors

## **Email campaigns /Marketing**

Active Campaign

Staff aiming to stop MC subscription end of August - timeline is also feasible for Daily Aaron quote

All contacts have been ported over

June 2023 fundraising campaign to be done via AC

## **Staff meetings**

**What the staff needs from the board**

2 more zoom host volunteers

## **Teams**

### **Programs**

Spring 2023 ended with retreat last week

Fall 2023 being finalized

Lauren Jubilerer

Lauren to pay for staff time to send ads for her class out in email and post on website

Lauren doing all registrations, scheduling and zooming for her class

### **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 - set for fall classes and workshops
8. One day 10-3pm short events 3-6 times a year - Dates selected and planning underway

### **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**

Some of the fall content still needs Zoom hosts (Sept 30) - David to reach out to other Zoom hosts, and if none available he can do it

New retreat Zoom host volunteer to be trained over the summer by Zoom team

September 16 session not on Tana's Zoom spreadsheet; David to follow up about this missed session

## **Technology and Archives**

### **New Archives Site**

Foundation of site built; look and feel like main site, but simpler design

Isabelle and Roger meeting again with Leslie June 12 to provide further guidance to finalize site

Once design finalized, existing transcripts from old site to be imported

Isabelle connected with Janice to have Leslie load up all categories/tags needed for transcript import

Isabelle to prepare the jotform when ready to recruit volunteers to help with transcript reviewing

### **Daily Aaron**

Active Campaign: template presented to Board for approval; Board approved with 1 small change requested

New script basically ready for testing

New script designed to avoid issue with quote being blank and email not firing, but will test this to ensure resolved

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

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

## **Action Items**

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16. Stephanie to share with staff that Board asking for them attend first portion of board meetings to present reports, have discussion, and more connection to the Board
17. David, Stephanie, Tavis and Tana to meet again to continue planning donation fee schedule for programs
18. David to reach out to other Zoom hosts for outstanding program dates, and if none available he can do it
19. David to follow up about September 16 session not being on Tana's Zoom spreadsheet
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## Next Meeting

July 30, 2023, 8PM Eastern

September 17, 2023, 8PM Eastern