

# Deep Spring Center

## Board of Directors Meeting

30 JULY 2023 / 8:00 PM EST / ZOOM

### Attendees

Tavis Taylor, Barbara Brodsky, Stephanie Katz, Patricia Polanski, David Teare, Terri McClernon, Tana Dean, Trish Maley

Regrets: Isabelle Mook-Jodouin

Guests: Mary Agnew, Susan Lee, Karl Frederick

### Aaron's Guidance

My blessings and love to you all. There's an old song that Barbara was singing recently. I will not try to give you the tune, but the words are, "all the world needs now, is love sweet love. That's the only thing that there's just too little of". You, my friends, are the core, the love core. Deep Spring is something that helps keep love growing. And this is what the world needs. So I just want to thank you, because without you, you and so many others like you, who are working to ground love into the Earth plane, deepen love, expand love. The world will fail - could fail. I will not predict it would, but it could. With you, that failure is much less likely. And the opportunity for love to expand, for more beings to awaken, for the Earth to transition as a highly positively polarized Earth plane, this becomes possible, because you are love. You *are*. And I love you and I thank you. Please don't lose track of what you're doing, in the busy-ness of the details. Hold onto that big picture, love: what the world needs now is love, sweet love. I'll give the body back to Barbara.

### President's Report

#### Action Items

1. Tavis to work with David Bell to get 47 Stories of Jesus up on Audible-in process
  - a. Issue with Amazon is being worked on
2. Isabelle to prepare form to recruit volunteers with WP experience to help build and maintain
  - a. Still outstanding
3. Board members and Barbara to review Excel spreadsheet of marketing timelines to ensure content sent to staff in timelines they need
4. Board members to cc Stephanie on all emails to staff
5. Pat to continue to work with Trish to draft policy for new teachers
  - a. Trish has provided outline of questions to be answered by the Board re: additional teachers and IP, other issues for policy
    - i. Tavis to provide answers for most of these and bring rest to Board

- b. Need some experienced vipassana practitioners for new video series for beginners' questions
    - i. Barbara to draft request for these experienced volunteers for when Tana has series ready on the site
- 6. Pat to draft policy/guidelines for small group instructions for students
  - a. Proceeding well
- 7. Isabelle to draft policy for Board member personal Google Account
  - a. Still outstanding
- 8. Barbara to continue to regularly invite new Zoom host volunteers and ask that they contact Terri if interested
  - a. David to send a short paragraph explaining the duties and Barbara to prepare a short message to send to email list
- 9. Isabelle to work with Julian to copy all DSC Board files and folders / transfer ownership
  - a. Still outstanding
- ~~10. Tavis to delete his comments from past minutes on Google Drive~~
- ~~11. Tavis and Tana to get quotes from other insurance companies~~
- 12. 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
  - a. Files, bookkeeping and grocery shopping volunteers: grocery shopping can stay up, but the others can be removed for now
- ~~13. Isabelle to reach out to Tana to be included in next website update planning meeting with Leslie to ensure site is easy for Tana to update~~
- ~~14. Terri to reach out to a couple of sangha members to gauge their interest in being a Board member~~
- ~~15. Barbara to write a letter about volunteering as dana to send to entire mailing list to help recruit more Board members especially~~
- ~~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 in August to continue planning donation fee schedule for programs
  - a. Karl also interested in joining in this meeting
- ~~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~~
- 20. Isabelle to prepare the jotform when ready to recruit volunteers to help with transcript reviewing
  - a. Still outstanding

## Staff Report

New Board of Directors summary worksheet: great organization system to keep the Board informed

ActiveCampaign: Issue with unsubscribe link for Daily Aaron is causing delay in moving it to AC; working on automation for fall classes; mail merging for personalization has been implemented successfully

Fundraising: June fundraiser got us a few more monthly donors as well as several one-time donations, Tana to create a report for Board comparing 2023 summer fundraiser to past years

### **Workshops and classes**

Waiting for class descriptions for following classes: Serendipity, Yoga Sutras, Living from the Awakened Heart workshop

2023 Zoom hosting: set for fall offerings

2024 Winter classes: descriptions needed by October 1; programming info (dates) to get marketing out via AC needed by Nov 28 - ideally all information provided at once as process is very complicated and time consuming to change once set up

### **Website Changes**

Tana not meeting with Leslie; Tana makes changes herself, reaching out to Leslie as needed

Classes on homepage is already driving more registrations

Calendar has been streamlined

Leslie and her team are responsive and supportive when issues arise

Tana to work with Leslie to streamline data for teachers (button) and also look at adding volunteer button to homepage

### **Volunteers**

Medium support for Evenings with Aaron and Remembering Wholeness: Terri continuing to organize medium support for channeling. Terri to prepare written procedure for Tana to follow to coordinate emails to medium

Need volunteer proofreader for website and emails

## **Board Discussion**

### **President's Report**

**DSC Insurances:** Officers' and Directors' liability, Workman's Comp, Property and Liability. DSC overinsured for current employee and office situation. Cost of these 3 policies is around \$4K, broker looking into reducing these costs

### **Taxes:**

IRS: Tana working to settle this, with proof that 2017 taxes were filed

Oregon: Tavis has settled issue with Oregon

### **Books**

New Amazon account set up, onto which Henri successfully uploaded Human, now available on Amazon

Will be able to transfer the books from the old account to the new one

47 stories audiobook - need book to be available on Amazon to be able to add audiobook

Cosmic Healing almost ready to be added to the account (few edits to be completed)

Tana will be able to order author's copies of books from Amazon and David still volunteering to mail them out

## **Policies**

Tana has organized policies that need addressing in Google Drive

Each board member to review and comment. Final policy and procedure can be developed from comments and brought to board for vote if needed

## **Treasurer's Report**

### **Current Financial Update**

July Account reports: still running small deficit every month

Program fees: people frequently selecting the minimum recommended donation

## **Sangha Feedback**

Discussed letter Board received from sangha member; some accurate concerns expressed about formatting with mail merge and grammar issues - formatting issues part of the learning curve with the new system and easily corrected

Grammar: emails no longer being proofread by second person, so plan to bring that back - need volunteer to help with proofreading

Suggestion to have multiple levels of donors and have targeted emails for each group for next campaign, including personalization

## **Action Items**

1. Tavis to work with David Bell to get 47 Stories of Jesus up on Audible-in process
2. Isabelle to prepare form to recruit volunteers with WP experience to help build and maintain
3. Board members and Barbara to review Excel spreadsheet of marketing timelines to ensure content sent to staff in timelines they need
4. Board members to cc Stephanie on all emails to staff
5. Tavis to answer Trish's questions re: draft policy for new teachers and bring all outstanding questions to Board
6. Barbara to draft request for experienced vipassana volunteers for when Tana has beginner series ready on the site
7. Pat to draft policy/guidelines for small group instructions for students

8. Isabelle to draft policy for Board member personal Google Account
9. Barbara to continue to regularly invite new Zoom host volunteers and ask that they contact Terri if interested
10. David to send a short paragraph explaining the duties of Zoom for Barbara to prepare a short message to send to email list
11. Isabelle to work with Julian to copy all DSC Board files and folders / transfer ownership
12. Terri to connect with Tana to have file and bookkeeping volunteer requests temporarily removed from website
13. David, Stephanie, Tavis, Tana and Karl to meet again in August to continue planning donation fee schedule for programs
14. Isabelle to prepare the jotform when ready to recruit volunteers to help with transcript reviewing
15. Tana to create a report for Board comparing 2023 summer fundraiser to past years
16. Tana to work with Leslie to streamline dana for teachers (button) and also look at adding volunteer button to homepage
17. Terri to prepare written procedure for Tana to follow to coordinate emails to medium
18. Each board member to review and comment on policies identified by Tana as needing review on Google Drive

## Next Meeting

September 17, 2023, 8PM Eastern

End of year strategic meeting: December 9, 2023