

Deep Spring Center Board of Directors Meeting

15 JANUARY 2023 / 8:00 PM EST / ZOOM

Attendees

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

Guest: Lauren Jubilerer, Todd Worsham

Aaron's Guidance

Here is Aaron, but he is not incorporating: I am Aaron. My blessings and love to you. Barbara's energy is still quite low. I am going to not bring myself in her body unless it's necessary. Basically, I want to offer you all a very happy new year, and thank you for everything you are doing, not just for Deep Spring Center, but for the bringing of more light and love into the world. You are - dare I call you rock stars - you are amazing and I love you. Thank you. I am Aaron.

New Member Voting

New Treasurer

New member voting-David Teare, treasurer

A quorum of 5 voting members present voted unanimously in favor of David joining the Board as our new treasurer

Presentations

Todd Worsham presentation on Active Campaign

Active Campaign is customer relationship management and marketing automation platform - stores information and tracks interactions, can set tasks and use functionality to communicate with people

Email marketing, automation workflows, e-commerce integrations

Pros of this particular solution

- Very customizable and expandable platform - no cap on custom fields

- Easy to use interface

- Allows for mass email marketing and drip email campaigns

- Easy to integrate with other programs (ex: Jotform)

- Good value compared to similar systems

- Meets immediate needs and provides functionality for future more complex marketing and data management

Uses

Managing student records and tracking history of attendance and donations

Manage/track donor and volunteer activity

Automate marketing of upcoming classes/events to increase registrations

Improve engagement with students, volunteers and donors

Can set up sequences of touchbase emails for event marketing to increase registrations

Can set it up so that if someone signs up for the event, they stop receiving any future emails inviting people to register, but could get follow-up emails with info to participate in the event

Q&A

Automatic registration process: can it set them up for the Zoom links to the event once they register? There are tools that could be added to our toolbox to make this work (Zapier)

If switching from MailChimp, need to ensure sources that feed into MailChimp get switched over to feed into ActiveCampaign instead

Daily Aaron quote script: ActiveCampaign has an open API - depending on how info is getting posted into ActiveCampaign, there might be different options available

Zapier (API integration) - one action it can trigger is creating and sending an email campaign - potential solution; if the script could schedule sending the campaign at the same time each day, might be able to use http post webhook to merge in

If cannot recreate in ActiveCampaign, could keep lowest tier of MC for only Daily Aaron and shift everything else to ActiveCampaign

Isabelle and Roger to connect with Todd to discuss further

Templates: likely will need to recreate templates manually within ActiveCampaign

Isabelle to work with Tana to assess how many templates are in MC and scope out work to get them recreated in ActiveCampaign

Could integrate with PayPal, for ex, a donation drive, and if someone donates through the campaign, then it could take them out of that email campaign flow

Need someone who understands the system's key functionalities to fully benefit from using this tool

Board members to think about Todd's presentation and note down any questions or ideas related to AC and send to Isabelle

Isabelle to summarize and clarify these ideas and questions, and work with Emily, Tana and Trish on this

Lauren Jubilerer presentation new class

Would like to offer a once a month, 3-hour class that she has been teaching for the past 5 years

Acupuncturist for 33 years, also healer, astrologer, coach - integrates all into this class

3 decades of working with well known shamanic healers, completed 2 yr teacher training course with Sandra Ingerman

Combo of movement, guided meditation and shamanic journeying

Very empowering to have direct experience to realms of love and light, healing, guidance

Personal relationships to elementals, higher self, nature

Complementary to Buddhist Path

Ultimately, about bringing light into tight places within ourselves, getting guidance and support from guides and higher selves

Can use own Zoom room, would not need a host

People can just drop into any single class, or can attend the full series to participate more fully

Willing to offer on dana basis, usually does sliding scale

Decision on whether to accept this class will be up to Barbara and Aaron - Barbara and Lauren to connect after the healing workshop next week

Would be a partnership with DSC like Celeste's or Robert's class - register and pay fees to DSC, offered by DSC, dana for Lauren

President's Report

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. Trish and Tana to update policies and procedures to reflect changes in staff duties and board attendance
 - a. Staff reporting they are short on time to get P&P completed
 - b. Stephanie assessing where staff time is being spent
3. Tana to check that the Website Update procedure is still accurate, including all sections requiring update for each topic on the website. Include: need to change information throughout website on any topic that is changed or deleted since topics often occur in several areas
 - a. Website updates remain a challenge
 - b. Need list of website areas where class information gets stored and use it as a checklist when updating information
 - i. Asana might be a useful tool to have a checklist with items to be checked off for each time a class/website info needs to be updated
 - c. Suggestion to hire external web manager if funds allow

- i. Could use Asana to assign any update tasks to the external site manager, and Asana would send notification email notifying manager
 - ii. Terri to inquire about fees of web manager she has used in the past
- d. Could use Asana to assign tasks to Tana and Trish that arise from Board meeting
- 4. Terri to review volunteer policies and procedures for accuracy
- 5. Isabelle to review archives policies and procedures for accuracy
- 6. 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.
- ~~7. Stephanie to schedule individual meetings with Tana and Trish to learn more about their duties and responsibilities~~
- ~~8. Tavis to confirm with staff that we are no longer posting on Twitter~~
- ~~9. Terri and Barbara to have a conversation with Nicholas about potentially reducing the monthly amount.~~
- 10. 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
- 11. Board along with staff members to explore subscription-based program with different tiers
 - a. Tana, David and Tavis to meet in the spring
- 12. Tavis to talk to Tana about sharing the Evenings with Aaron audios with participants immediately after the session
 - a. Editing of a 1.5-2h video takes 5-6 hours to complete
 - b. Different things happen during session that need to be edited out (phone ringing, dog barking, etc)
 - c. Will look at whether editing the audio instead would be quicker
 - d. Will also look at getting transcript out sooner
- 13. 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
- 14. Isabelle to connect with Janice re: database with tags for new archive site
- ~~15. Isabelle to request meeting with Leslie to get ideas for how to build archive site in WordPress~~
- 16. Isabelle to prepare form to recruit volunteers with WP experience to help build and maintain
- ~~17. Barbara to connect Isabelle with L/L Research via email~~

Teams

Current Financial Update

David provided update to the Board

Important dates 2023

- 1. Awakening and Living Awake (9/13-June?)
- 2. EWA
- 3. RW
- 4. Healing Workshop (1/21-1/28)
- 5. June Intensive

6. Celeste Book class
7. Robert's class
8. Fall curriculum
9. Dec intensive?
10. 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

Email policy requests

Policy says that all emails need staff edits - not needed for Terri's emails for volunteers

BCCs: policy is that email addresses must be BCC'd when emailing students

Issue identified: this interferes with mediums' ability to contact each other if they need to unexpectedly be away, as well as energetically holding the space with each other during the event.

Solution: Terri to add a statement indicating that email addresses are provided for mediumship issues and to please not use for other purposes, and that people can opt-out by letting Terri know.

Decision: Policy of BCC'ing email addresses does not apply to internal team emails, or volunteer groups (like energy-holding medium group) where appropriate - with disclaimer statement about purpose of sharing email addresses and possibility of opting out.

New volunteer coordinator? Recruitment ongoing

Zoom

Remind all new event dates with Tana to arrange zoom hosts

Technology and Archives

Isabelle reached out to Leslie re: new archive site. Leslie willing to build archive site in WP

Pro: will be able to match theme of main site exactly, WP is common so maintenance could be offloaded to someone else should Isabelle be unable to continue

Isabelle and Roger willing to pay for development by Surelutions, as well as training for Isabelle to learn to do monthly maintenance on site - Board authorized \$2,000 to have site built and will reimburse Isabelle and Roger.

Isabelle to connect with Leslie to get started

Policy and Procedure

Stephanie meeting monthly with staff

Staff Reports

Fundraising

Reviewed fundraising and email campaign graphs sent by Trish

Many more links clicked at the end of the year 2022 than in years past

Board members to review in detail before next meeting

Surveys for RW, EwA, retreats in google drive

Board members to review survey feedback before next meeting to consider recommending changes to programs

Email campaigns /Marketing

Trish reviewed email campaigns and marketing in context of Jim Maney's suggestions.

Developed some new approaches. Marked improvements, almost 10% reduction in emails sent out, with more traffic to the website

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

Board members and Barbara to review excel spreadsheet to ensure content sent to staff in timelines they need.

Stephanie's report re: staff meetings

Staff need content earlier than they have been getting it to advertise sufficiently early

Fundraising goal for 2023 is unclear

Stephanie's 2 goals: trust building with staff, and assessment of work time allocation

What the staff needs from the board

Need 2 more zoom host volunteers

Rectify book issues: Tavis working with Tana on this

Finalize calendar - use Asana?

Provide event descriptions in time for emails

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

Action Items

1. Isabelle and Roger to connect with Todd to discuss Daily Aaron script and ActiveCampaign
2. Isabelle to work with Tana to assess how many templates are in MC and scope out work to get them recreated in ActiveCampaign
3. Board members to think about Todd's presentation and note down any questions or ideas related to ActiveCampaign and send to Isabelle
4. Isabelle to summarize and clarify these ideas and questions, and work with Emily, Tana and Trish on this
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17. Isabelle to connect with Janice re: database with tags for new archive site
18. Isabelle to prepare form to recruit volunteers with WP experience to help build and maintain
19. Barbara to select dates and topics for short, one-day events (between 3 and 6)
20. Barbara to get information about June intensive to Tana by April for marketing
21. 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.
22. Isabelle to connect with Leslie to get started on building archives site
23. Board members to review fundraising and email campaign link clicks in detail before next meeting
24. Board members to review survey feedback before next meeting to consider recommending changes to programs
25. Board members and Barbara to review Excel spreadsheet of marketing timelines to ensure content sent to staff in timelines they need.

Next Meetings

February 19, 2023, 8PM Eastern

March 19, 2023, 8PM Eastern

