

Minutes of the Board of Directors Meeting: April 15, 2012

It was determined that a quorum of Board members was present and the meeting was called to order by Craig W., at 6:30 pm PST. Also present were: Carola Z., Kathleen G., Dru B., Joe M., Mona H., Mahala K., Robert S., Steve S. and Njon W. Tim R. joined the meeting later.

March 2012 Minutes Report: Tim

It was moved, seconded, and carried unanimously to approve the March 2012 Minutes. The Minutes can be found at:

<http://health.groups.yahoo.com/group/liferingBOD/files/2012/>

A brief version of the Minutes is available to the public on the LifeRing website.

Financial Report: Carola

The Treasurer's report for January and February 2012 was posted. Income for February was considerably less than for January. Donations for December and January were large and there is minimal concern at this time. A cash flow projection for the year also will be done. The full report can be found at:

http://lifering.org/archivefiles/2012/financials/01-2012_LifeRing_Income_&_Expense_Report.pdf

In summary, for February, Total Income was about \$2.8K, for January about \$4.4K, resulting in a Total Income to-date of about \$7.2K. Gross Profit for February was about \$2.3K, for January about \$3.5, resulting in a Total Gross Profit to-date of about \$5.8K. Total Expenses for February were about \$3.2K, for January about \$4.0K, resulting in a Total Expenses to-date of about \$7.2K. Therefore, the Total Net Income for February was about -\$0.9K, for January about -\$0.5K, resulting in a Total Net Income to-date of about -\$1.5K (with rounding errors).

CPA Engagement: Robert

Last month Robert discussed work that Linda S., a CPA, did with him. She submitted a Letter of Engagement, should the Board decide to hire her. Robert sent her an email letter this month to say that we do not need her services at this time.

Outreach Report: Mona and Others

The Prospective Convenors Report was posted as a Google Doc.

There is a new meeting in Portland, ME, which has started up quickly. New meetings in New York City and Rockland Country are also good possibilities. The new format is working well in tracking these activities. Craig and Kathleen continued to reach out aggressively to parties who have shown interest in LifeRing convening. Phone calls increased this month, suggesting that momentum is building.

Kathleen reported that there is a person in Mexico who is interested in starting a meeting and who is also willing to do volunteer translation work.

There is a person who found us through our chat pages who is interested in starting a meeting in Kentucky. He recently left an in-patient VA recovery center. Joe commented that VA centers are good locations to recruit new people, and that we should put him in contact with Tunisa who works within the VA system and has expertise in this regard. Mahala said she would be very interested in talking with Tunisa since there is a VA facility in Salt Lake City that also might be a location for a potential meeting. Mona commented that VA facilities are quite open to alternative recovery programs by government mandate. Meeting convenors in VA facilities must be veterans.

There are now about 50 potential convenors on our list. Most meetings are still in the planning stage, since many convenors have not yet met the six-month sobriety requirement.

Annual Meeting Report: Njon

Locations and speakers are firmed up. Njon is soliciting possible topics for breakout room discussions. Restaurant reservations are complete and a menu will be available this week. All information, including the registration page, was posted on the website. Registration payment capability is now available on the website also. It was noted that Karen made significant contributions to this effort. In summary, "We are good to go." Craig asked about volunteers for set up, etc., and Njon commented that he would reach out to Board Members and other local members for help.

Fundraising Report: Mahala, Craig and Karen

Mahala and Craig worked to get an appeal that she wrote a few weeks ago sent out by email. Karen was very helpful in this regard, and especially in the use of Paypal as a payment option. Karen was thanked emphatically for taking on this task.

Practicum Report: Kathleen and Others

Ms. Harris is working full time so her work is not moving as fast as it might. Kathleen, Mahala, Lauretta and Joe have been working with her on the membership survey and they are about one-third of the way through. There are 44 people on the list and Ms. Harris will pick 25 of them randomly for interviews.

New Voice Chat Room: Craig and Others

Craig, Kathleen and Mahala tried out the new Voice Chat feature and the consensus was that it was better than a regular conference call. Some practice is required however. It was not known whether it would have a recording option. The latest version of Flash Player must be installed to use it.

LifeRing Phone App: Robert

There was no progress this month, although plans to pursue it remain in place.

Office Hours Reduction: Craig and Robert

Robert volunteered to reduce office hours to save money. The new office hours are: Tuesday and Thursday afternoons from 1 to 4 pm and Friday from 9 to 3 pm with one hour off for lunch. Robert suggested that one should always call first.

Commitment Letters: Craig, Carola and Mahala and Kathleen

Letters are being written for Board Members and Officers that better provide some sense of what is expected of them. Mahala suggested that job descriptions might also be included.

LifeRing Press: Craig and Njon

Lynn asked to be relieved of this task. Njon agreed to take on this effort, the main task of which is the revision and modernization of the brochures. Book sales are up, but a generous number remains such that no supply problems are anticipated. It was moved and seconded that Njon be the new head of LifeRing Press. The vote was unanimous, and with many thanks to him.

Google Search Keywords: Craig and Others

The question arose regarding what keywords and phrases might be used for LifeRing such that listings for it would appear higher in Google ranking. Persons would then be directed to us more readily. It is felt that we may be missing people who might be trying to find us. Keywords and phrases were suggested and included "Alternatives to AA," (or 12-Step), "Secular" and "Non-Religious." Some concerns were raised that not all people might understand the meaning of "Secular." Alternatives to AA, such as SOS and SMART, might also appear and this was discussed. Robert commented that this is an area in which some expertise is needed, which we do not have presently. Craig suggested that this discussion be tabled for now.

Bylaw Amendments: Craig, Joe and Others

The potential for E.D. pay was raised and it was agreed that this item be raised at the Annual Meeting. The amendment would be to Article 7.5. Joe mentioned that he had provided some language for this in an email and wondered if there was any feedback. The consensus was that it looked well written and straightforward. Joe's exact wording can be found in that email. It was agreed that there should be a vote on this matter, and accordingly the amendment should be posted on the website before the Annual Meeting.

Meeting Starter Kits for Canada: Craig and Others

Michael (Canada) wants meeting starter kits at a lower price. The question was raised regarding whether we want to sell these kits at cost. The kits consist of three books plus brochure samples (in Canada, the kits contain only the three books). Lauretta suggested that a limit for "at cost" be placed up to a certain number of kits. Craig suggested that as long as the Board was agreeable, he and Robert would continue discussions with Michael in this regard.

Professional Advisory Board: Robert and Kathleen

Robert spoke with Marty and he has agreed to be the liaison between LifeRing and this new Board. The responsibilities of the Board need definition. Kathleen suggested that this matter be addressed at the Annual Meeting.

Business Plan Discussion: Kathleen

There is a business developer in Denver who is willing to work with us to develop a business plan. He is confident that LifeRing could increase its growth as a result of such a plan. Kathleen will meet with him this week. Mahala commented strongly that it would be quite unethical for us to pay him money. Kathleen commented that he does not expect compensation. Kathleen agreed that such an arrangement must proceed with caution, however.

Adjournment: Craig

There being no additional business at the time, Craig moved that the meeting be adjourned. The motion was seconded and carried unanimously. The meeting concluded at about 8:00 pm, PST.

Tim R., Board Secretary

March 19, 2012