

## **Minutes of the Board of Directors Meeting (Brief Version):**

**January 12, 2014**

It was determined that a quorum of board members was present and the meeting was called to order at 12 Noon PST.

### **Consent Agenda**

The Consent Agenda consisted of the Minutes and the Treasurer's Report. It was moved, seconded, and carried unanimously to accept both.

### **The Survey**

Considerable progress on the results have been made and the final results are targeted to be posted during the week of January 12. In very brief summary, we are "older, more educated, and whiter" than in our 2005 survey, suggesting some outreach possibilities.

### **Fundraising**

The year-end effort was very successful, with donations totaling about \$6000. Individualized thank-you notes will be sent to each person who donated more than \$100.

We are now "back in the black" for 2013. Also since the PayPal link has been offered as a payment option on the website bookstore, considerable money is now coming to us in that way. PayPal interest is much lower than that of credit cards.

### **Annual Meeting**

Presentation timings and lengths need to be defined, consistent with the time constraints of the overall meeting. It was suggested that the meeting might be started earlier to allow more time for individual speakers.

All speakers but one have agreed to waive their fee. Santa Rosa's non-profit rate for their facility is more than \$2000 for a single day and this is prohibitively expensive. A recommendation was made that the "Arlene Frances Center" be used. They are offering their facility for \$1100 for all three days and they can also provide a Saturday night dinner for \$10 per plate.

### **Policy Statements**

A list of approved and proposed policy statements is being compiled. The list will be circulated to the board. It was agreed that these statements would be discussed at the next board meeting.

### **Website**

Some changes to the practice site were made. It was agreed that the Website Content Committee should examine such changes first. A subsequent board discussion would then follow.

### **2014 Election Registrar**

A new person needs to be found to carry out this responsibility for the next Annual Meeting. Such a person would preferably not be a board member, and not running for a board seat, due to a possible conflict of interest. Several possible candidates were discussed but no decision was made.

### **Dates and Locations for the 2015 and 2016 Annual Meetings**

Several sites were discussed but no conclusions were drawn. It was agreed that we could define dates and locations for 2015 but only dates for 2016. It was proposed that we set up a committee to address content. There is presently no committee responsible for the Annual Meeting overall effort.

### ***Empower Your Sober Self Book***

Amazon retains \$5 from the sale of each book. Given that its price is \$20, this amount seems excessive. Although it would be more profitable if we sold the book only through our bookstore, it was agreed that the extra cost associated with Amazon sales was worth it for the publicity that is generated by doing so.

### **Advertising Policies**

#### **The Annual Meeting**

It was suggested that business cards be included in the meeting program. It is very important that such costs not be considered as a donation. If the costs are for advertising, then they are not gifts; we are providing a service and accordingly, they need to be designated as an advertising fee.

It was suggested that standards be set regarding who can advertise in this fashion, as well as more generally, for the website. Such decisions should be handled by the LifeRing Press Committee.

#### **The Newsletter**

We are charging \$80 for a one-half page ad and \$160 for a full page. It was reiterated that such payments must be considered “advertisements” and not “donations.”

#### **The Website**

This discussion was postponed until the next board meeting.

**General Comments**

There should be policy guidelines to address advertising issues, and that such decisions should be decided on a case-by-case basis.

**LifeRing in Southern California**

The first LifeRing meeting at the Kaiser CDRP in Fontana was held. This is the first Southern California Kaiser LifeRing meeting. Seven people attended, and the reception was enthusiastic, with good support from the counselors.

**Adjournment**

A motion to adjourn was entertained. It was seconded and carried unanimously.

Submitted by the board secretary, January 17, 2014