

Minutes of the LifeRing Board of Directors Meeting: February 10, 2019

It was determined that a quorum of board members was present and the meeting was called to order by Board Co-Chair Dan Carrigan at 9:00am PDT. Co-Chair Lorraine Hull was also present. The other Board Members present were: Mary Beth O'Connor, Rick Thompson and Donal Breen. The Executive Director, Byron Kerr, was present as was the General Manager, Robert Stump. Board member Bob Crosby was not present and Project Manager, Steve Gonzales, was not present. Jenny Sligh, LifeRing Fundraising Chair, was not present.

Public Comments

There were none.

Consent Agenda

The January Minutes were moved, seconded and carried unanimously to accept the Minutes as submitted.

The December and January P&L reports were moved, seconded and carried unanimously to accept the Financial report as submitted.

Executive Committee

Byron: Has shipped off a set of books to translator and is waiting for their proposal while hoping they will offer to do it pro bono.

LifeRing was approached by Irina Bogomolova of the Choice in Recovery Project for permission to use LifeRing's trademarked and copyrighted materials. Although getting LifeRing's name out there is desirable, general concern is that LifeRing is not controlling how the materials are being used. Will send Cooley a brief description and ask to review. We want to participate but in a way that is safe for us. General consensus that Irena B is attempting to package this Choice in Recovery project in order to sell it to the treatment world.

Reminder from Mary Beth that she had forwarded questions from Cooley to Byron and Cooley is waiting to hear back from him. They can't move forward without those questions being answered. Byron will review and submit answers to Mary Beth and/or Cooley directly.

New and Existing Meetings

Harold and Donal: no new updates.

Byron suggests that meetings should have some standardization in terms of room format; such as a minimum amount of literature available, door signs, directional signs, brochures, and books.

Harold has been focusing on encouraging people to convene meetings, and encouraging more members in each group to share convening. Potential convenors shy away when they think they have to be somewhere every single week. Important to have two point people and to have a rotation schedule, e.g. a pool of six convenors taking turns.

Finance Committee

Bob, Robert, Donal: no new updates.

Marketing/Communications Committee

George, Mary Beth and Rick: no new updates.

George is working on spreadsheet for skills inventory.

Will continue quarterly newsletter. Trying to track literature, publicity that we get, and add links in the newsletter. Plan is to Interview Marty for next quarterly newsletter.

Mary Beth: waiting on budget to begin talking about outreach and conferences

Pop-Up Committees

June 1-2, 2019 Annual Conference

Byron: Has secured and reserved a location, "Hacker Dojo" in Santa Clara. Area is lodging- friendly, transit-friendly, and close to downtown San Jose. Also, large broadband capacity available.

Planning to have a presentation done by local member e.g. a personal story of using LifeRing.

Craig has submitted an idea for a breakout session where three questions are posed: what would LifeRing do with a \$10, 000, \$100,00 or \$1,000.000 check?

Request that Dan C invite Sarah Zimore to speak again. Dan will contact her.

Catering: Byron and Steve will do the event. Steve will host at his home in San Jose.

Focus: intend to invite local public and professionals but focus will be internal.

There are a couple of Metro papers and Byron will approach them about a story, if possible; if not, may consider taking an ad out in a local paper.

Important to get information out to LifeRingers e.g. A Save the Date flyer, banner, information on the website and Facebook as well as getting information out to the online groups. Byron will put together the Save the Date flyer within the next couple of weeks just to get the word out. As more specific information about the conference evolves will be able to add info.

Social Media Policy

Bob not present. There has been no meeting as of this time to review and edit social media policy submitted by Steve Gonzales. Lorraine will reach out to Bob.

Mission Statement

Rick, Donal, and Lorraine: Rick has been working on it, but there have been no pop-up meetings. Jenny would like to be involved. Previously mentioned that Kathleen Gargan may want to be involved as well.

Regional Representative Role Review

Lisa Swing Comey has put together an elaborate description of the RR role, specifically about the RR role in the “frontier” areas.

Is it the RR responsibility to address all complaints?

It is up to the Reg Rep to decide how comfortable they feel about handling such matters. Need to create procedures for RR but they need to know that they can always appeal to the Board for assistance.

Old Business

2019 Budget

Mary Beth: do we want to spend the same amount on conferences that we’ve used in the past year? If so, which conferences should we invest in going? Mary Beth will bring information about viable 2019 conferences to Board meeting in March.

Lorraine motions to approve the budget. Seconded and passed unanimously to accept the budget as submitted.

Update on publication of LifeRing member stories :“Humanly Possible”

Lorraine reports that Mahala has requested a February 3rd deadline to submit the stories as they exist now but she has still not done so. Dan suggests that he can call her to personally request the stories and will do so by the end of the week. Byron suggests taking the project from Mahala and moving it forward whether there has been progress or not.

New Business

Plans to best utilize LifeRing funds to expand LifeRing’s reach.

Lorraine: this is a follow up to last month’s discussion about proposal to pay for some FB ads. Jenny has determined from research she has done that in October last year FB has made some dramatic changes re: advertising. No longer able to gather demographic info such as religious preference or interest in recovery or alcohol use.

Unable any longer to finely target ads towards certain demographics.

Jenny suggests that efforts at expansion be refocused to updating LifeRing’s webpage, e.g. fine tune it so that it is geared towards the newcomer, to those currently struggling with addiction, with goal to have all information available right there and to appeal to a

younger demographic. Current website is geared to people who are already LifeRing members.

Suggestion to get Steve's opinion and to get him involved, if he is able to do so - Byron will talk with him.

Lorraine will forward us a SAMSHA grant application - Jenny has volunteered to pull together the application. Board will review prior to submission.

Adjournment

Motion was made to adjourn. It was seconded and carried unanimously.

Submitted by Ewa Conroy
LifeRing Deputy Board Secretary
March 4, 2019

