

## **Minutes of the LifeRing Board of Directors Meeting: November 10, 2019**

It was determined that a quorum of board members was present and the meeting was called to order by Board Co-Chair Lorraine Hull at 9:00AM PDT. Co-Chair Dan Carrigan was also present. The other Board Members present were: Donal Breen, Fergus Cantwell, Ewa Conroy, Scott Judkins, and Steve Gonzales. Robert Stump, General Manager, was also present. Board member Mary Beth O'Connor was not present.

The Executive Director, Byron Kerr, has given his resignation from both the Executor Directorship and the Board. Byron continues to be very active in the LifeRing community and we thank him for his many valuable contributions to LifeRing.

### **Public Comments**

There were none.

### **Board Elections**

With the resignation of Byron Kerr, both the open Board seat as well as the Executive Directorship need to be filled. Discussion of Executive Directorship job description: Robert S. has posted a proposed description in Google Docs and after a minor change in the wording with regards to strategic planning, the proposed *Executive Director* job description was accepted. Motion made to nominate Robert Stump as Executive Director. Motion seconded and carried unanimously.

### **Consent Agenda**

The October Consent Agenda was moved, seconded, and carried unanimously to accept the Consent Agenda as submitted, with minor corrections to the Minutes. The October P & L was moved, seconded, and carried unanimously as submitted.

## **Committees**

### **Executive Committee**

Robert S. is new Executive Director.

### **Finance Committee - (Robert, Mary Beth, Donal)**

Discussion of proposed budget through October 2019 and forecast for additional funding coming in with end-of-the-year donations.

Robert's position has acquired additional work since taking over Craig's responsibilities; he has submitted a proposal for a cost-of-living increase. Executive session will be held and voting on the proposal for the rate increase will take place.

Reminder to all committees to submit requests for the amount of money necessary to carry out their agenda, e.g. money for conferences or advertising/marketing. Steve will put a Budget Request Form online for members to use and Robert will put the budget requests into the budget proposal for review at the December Board meeting.

Discussion led by Lorraine re: need to invest money in advertising online, increasing LifeRing's presence in social media, and other marketing strategies. Did not feel that tabling at the recent National Conference on Addiction Disorders was worth the expenditure and would like to see money used with a better return on the investment.

**Meeting Support Committee - (Donal B., Dan C., Fergus C., Scott J.)**

No new updates.

**Marketing and Communications Committee -**

(David I., Scott J., Steve G., Lorraine H.)

**Yahoo Groups — Groups.io**

Robert: YahooGroups, which is now owned by Verizon, has put in place new policies that involve deleting files and pictures; therefore, many of the YahooGroups are trying to get off their platform by December 1, 2019.

*Groups.io* is a listserver, similar to Yahoo, which provides the ability to deliver emails to individuals on their own email client or to their interface online, similar to what YahooGroups did. Cost is \$220 initially to set up the Master group: *email.lifering*. Subgroups are added to the master group at no additional cost. Both the Convenors group and LSRmail have already been moved to the new platform. Since there will be so many other YahooGroups also transitioning away from Yahoo in the near future (deadline is 12/1/19) it seemed prudent to move the groups ASAP. LSRmail raised the funds to move their group; and since the Convenors group is so closely associated with the Board, their move was paid for by LifeRing. Craig W., Tom Shelley (who started the original LSR group) and Robert all worked together on moving these two groups quickly along with all their files and pictures.

Robert recommends retiring the BOD group email. Steve suggests using Slack as a tool; it is free up to 10,000 messages and is easy to use. All Board members would have to download it and commit to using it for LifeRing communications. Steve will put together a brief presentation on Slack for the Board's December meeting. It would also be beneficial to have all members trained on how to use Google Drive in an effort to enhance communication between Board members.

**Fundraising Chair**

Scott J is willing to take on the role of coordinating end-of-the-year fundraisers. Also, Giving Tuesday is coming up soon. Recommend looking at what was done last year. There is a folder on Google Drive which has information on previous Fundraising efforts. Steve has done FB ads in the past and will assist Scott in this regard. Lorraine suggests that it would be valuable to tap into the experience and knowledge of previous Board members and others who have been active in LifeRing.

David I., who has strong background in sales, had suggested using a “unique sales proposition”, a one line attention grabber that would be right beneath LifeRing’s logo.: *Sober Support for People of All Faiths and None*. Robert will test it out on the website.

### **Update on Google Ad Platform**

Google ads has been turned off. Scott is working with customer service at Google Ads to get the platform up and running. Initial set up has involved discussion of choosing specific tag words that would be representative of LifeRing, verbage that people would google, e.g. “recovery, or alcoholics or sobriety” which would then link to LifeRing’s website. Scott is also working on using Google Analytics to see which parts of the website are receiving the most traffic.

Discussion of separating Marketing from Communications, since together this is such a broad area and by separating these categories the group members can be more focused. Will take offline.

### **Open Business**

### **Plans for 2020 Annual Meeting**

Plans are not going forward to have the 2020 Annual Meeting in Greenwich, CT. Dan proposes that we have the Congress online and then have on-site activities done electronically. Good opportunity to develop a new way of conducting the Annual Conference and Congress.

### **Adjournment**

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

Submitted by Ewa Conroy  
*LifeRing Deputy Board Secretary*  
*November 12, 2019*