

Minutes of the LifeRing Board of Directors Meeting: December 8, 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, Fergus Cantwell, Ewa Conroy, Scott Judkins, and Steve Gonzales. Robert Stump, General Manager, was also present. Board member Donal Breen was not present.

Public Comments

There were none.

Consent Agenda

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

Committees

Robert's position has acquired additional work since taking over Craig's responsibilities; he has submitted a proposal for a cost-of-living increase and this has been approved.

Congratulations Robert!

Executive Committee

No new updates.

Finance Committee - (Robert, Mary Beth, Donal)

Mary Beth reports that she, Robert, and Dan have met at the bank and all necessary name changes on the accounts have been made.

Fundraising Drive continues through end of December and traditionally a great proportion of the donations are made at the very end of the month in order to take advantage of the tax advantage.

Discussion of proposed budget and forecast for additional funding coming in with end-of-the-year donations. So far only one request for \$5000 has come from Lorraine. 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 by January 15, 2020. The \$5000 would be broken down to \$1300 advertising in Counselor Magazine, \$2000 advertising on social media (Google or FB) and remainder \$1700 to sponsor the creation of podcasts. Counselor Magazine is a publication geared only towards the California addiction treatment professionals; would be preferable to advertise in a national publication. Robert mentions that our non-profit status gives us YouTube access for podcasts and videos.

Update on Google Ad Platform

Steve and Scott have met a couple of times to discuss and solidify Google ad words; finding some difficulty because LifeRing is being listed as a health care provider and/or recovery center thus we are not being given non-profit status. Google is going to change status but as of now still being miscategorized.

Fundraising

Steve spoke with Jenny, who generously gave him an hour (conversation is recorded if anyone is interested) of her time. Jenny provided core elements of what was done in previous fundraisers and ideas for future fundraisers. Steve took this content and launched the Fundraiser six days ago on Giving Tuesday. It will run on weekly basis. Also doing analysis of previous fundraisers in order to estimate what the budget may look like going forward. In addition, he has harvested PayPal and Stripe email addresses, adding approximately 250 emails.

Yahoo Groups — groups.io

Robert: We have moved all eight or nine yahoo groups to groups.io. The BOD group has been moved over as well but would be best to use it for external communications. Slack would be best for internal BOD communications. Craig handles all the email groups except for LSRmail which is handled by Tom.

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

No new updates.

Open Business

Open Board Seat

Request to identify potential Board members, both for the open Board seat as well as future Board openings.

Marketing and Communications Committee -

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

Lorraine has proposed separating this committee into two committees since there are so many tasks involved. Perhaps when selecting a new Board member someone with communications skills could be selected.

Ewa brought up the idea of making LifeRing's blog more active. Dan will become involved in this as well.

Plans for 2020 Annual Meeting

Plans for Annual Conference/Congress are to have the conference online via Zoom. In communicating with Cindy K. from Greenwich, CT it did not seem to be worth the time and expense of having the conference in person in CT;. There are only four people who are active in that area, most attendees are not interested in LifeRing beyond their own recovery.

Dan would like to see more people involved behind the scenes at Lifering and perhaps creating training webinars for engaging convenors and participants, e.g. a webinar on Active Listening or related topics. Things we'd like our convenors to know. Of note, Lifering has a YouTube account.

Robert suggests that if there will be no actual physical conference, the Board should put forth a statement with the reasoning behind why we are changing our presentation of the Annual Conference. Historically, Marty has always felt that one of the important functions of the Annual Conference was to engage and educate the public as well as reaching out to local treatment professionals. Discussion re: conducting interviews with Board members as well as with Convenors to put online.

Ewa suggests making sure we are more visible at the national Multiple Pathways Celebrations that occur annually; she will look into how much it costs to participate.

Adjournment

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

Submitted by Ewa Conroy
LifeRing Board Secretary
December 8, 2019