

## **Minutes of the LifeRing Board of Directors Meeting: January 10, 2021**

### **Call to Order**

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 9:02am PDT. Other board members present were: Dan Carrigan (Board Co-Chair), Jocelyn Harnois, Jamie Itterman, and Mary Beth O'Connor. Regrets: Steve Gonzales.

Non-board members in attendance included: Robert Stump, Executive Director; Lisa Swing-Corney, Frontier Region Coordinator; Melissa, Sue, Michele were all visiting as LifeRing members and/or members of various committees.

### **Public Comment**

Visitors introduced themselves.

### **Consent agenda**

The December Consent Agenda package, including the Minutes and Profit and Loss Reports were moved (Dan motioned to approve, Mary Beth seconded) and carried unanimously.

It was agreed that Robert will start sending the agenda, minus consent agenda package attachments, out to the convenors' list in advance of BOD meetings.

### **Committee Reports**

#### ***Executive Committee (Dan and Lorraine)***

#### **December Fundraiser Update**

Lorraine thanked the MarCom committee – the fundraiser was the most successful LifeRing has had in a long time. Total donations reached around \$16,700.00 once both Donor Box and other donations were counted. The MarCom committee has made note of which marketing efforts seemed to generate the most interest and donations.

Melissa suggested doing micro-campaigns through the year on top of our larger campaigns. Also pointed out that it would be helpful to have something on the Meetings page on the website to direct people to get them onto the email list. We have many attendees who like LR but are not on the email list and therefore would not receive emails about donating.

### **Open Board Positions**

Search is ongoing and vacancies have been announced to various individuals and groups. Jamie mentioned that George Gidora is open to serving on the BOD again. Lorraine and Dan will reach out to George. An email will also be sent to the convenors' list regarding available BOD seats.

### ***Finance Committee (Mary Beth, Acting Treasurer)***

Mary Beth reviewed our recent financial reports and asked Robert a few clarifying questions.

We need to follow up with Drew about LegitScript Certification and Google Ads.

It was also decided that internet/tech expenses should be separated in our reporting from outreach. Robert and Mary Beth will talk about how to accomplish this. Lorraine suggested bringing Steve into the conversation as well since the idea is to have an Outreach category and a Technology Category in our financial reports.

### ***Marketing Committee (Lorraine)***

Covered under Executive Committee report.

### ***Communications Committee (vacant)***

Covered under Executive Committee report.

### ***Meetings Committee (Robert, Lisa, Jamie and Jocelyn)***

Meetings in U.S. and Canada still mainly online, though it was pointed out that we need to start thinking about what support and guidance should be provided to convenors as F2F meetings begin to reopen.

The idea from last month about creating a substitute convenors list will be addressed at this month's convenors' meeting.

The Meetings Committee will meet in the next week or so to discuss the above and other outstanding items from last year.

Melissa asked a question in regard to making Canadians aware that we now have a special online meeting available for liver disease patients. Jamie and Jocelyn will mention it to George and see if we can list the meeting on the LifeRing Canada website.

### ***Old Business***

#### ***Fundraiser Recap (Lorraine)***

Covered under Executive Committee report.

### ***New Business***

#### ***Women for Sobriety CEO Meeting with Mary Beth (Everyone)***

Mary Beth reached out to WFS and is being considered to speak at their 2021 conference. When speaking to their CEO, she was able to gain insight into how they operate and how well their organization is doing financially despite being small and despite the pandemic, so we may be able to learn some valuable things from them.

Some ideas that came from the conversation included: possible joint initiatives between LifeRing and other recovery organizations like WFS, Dharma Recovery, etc.; founding a Secular Recovery Committee involving different organizations that could jointly present at conferences, send out press releases during Recovery Month, etc.

Mary Beth asked what we think our priorities are for her next conversation with WFS. The idea of joint initiatives was the main thing highlighted. She also pointed out that the MarCom Committee should be involved, since this is related to their work. Mary Beth will be invited to share some of her findings at an upcoming MarCom meeting.

***Next Quarterly Convenor Training – February 21<sup>st</sup> at 9:00am (Dan and Jamie)***

Will be held during the monthly convenor meeting. Committee members will meet soon to discuss the agenda.

Sue, Melissa and Michele all volunteered to help with planning. Lisa also asked to be kept in the loop, as she might be able to help depending on time commitments.

***Does the LifeRing Charter need to be updated to include online meeting language? (Everyone)***

Moved to Executive session.

***New CARES Act Paycheck Protection Program (PPP) Loan (Lorraine for Steve)***

Lorraine reported on Steve's behalf that he attended a session about this funding and thinks we have a good shot at receiving funding if we apply.

***NAADAC Email Announcements for Conference Presentation Proposals (Mary Beth)***

Marty had approached Mary Beth because NAADAC is looking for proposals. It would be a massive undertaking and it was agreed it isn't likely a feasible goal this year.

In future, however, we need to look at LifeRing attending at least two conferences a year as an organization.

Robert will be forwarding all conference and speaking opportunities to Mary Beth going forward so she can assess them.

***SAMHSA Grant – FY 2021 Building Communities of Recovery (Lorraine and Dan)***

Mar-Comm discussed this funding opportunity in brief at their last 2 meetings. The deadline to apply is February 15, 2021. There is still some question about whether we qualify as a "Recovery Community Organization" as defined by SAMHSA and if we did receive a grant, there would be work involved in tracking very specific data.

Conversation was had about what the grant would be used for if we were approved.

Ultimately it was decided that this is probably not the right grant for us to go after, at this time, given the work involved.

***Research Study for people interested in reducing their alcohol use (Robert)***

Deferred.

***Discussion on structure of Marketing, Communications, Fundraising, and Social Media Functions (Everyone)***

Deferred.

**Pop-Up Committees**

***Volunteer Pop-Up Committee – explore option of creating a permanent Volunteer Committee (Lorraine and Lisa?)***

Deferred.

**Adjournment to Executive Session**

Motion was made to adjourn (Jocelyn), seconded (Lorraine) and carried unanimously.

Submitted by Jocelyn Harnois  
LifeRing Board Secretary  
January 22, 2021