

Minutes of the LifeRing Board of Directors Meeting: February 14, 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 9:03am PDT. Other board members present were: Dan Carrigan (Board Co-Chair), George Gidora, Steve Gonzales, Jocelyn Harnois, and Mary Beth O'Connor. Regrets: Jamie Itterman.

Non-board members in attendance included: Robert Stump, Executive Director; Melissa, Sue, Michele, Michael, Jennifer, and Bill, all LifeRing members.

Public Comment

Michele proposed putting a task force together of not just LR but other support organizations to get the word out re our services, given the fallout of the pandemic and the impact on addictions. Discussion ensued. Dan proposed a pop-up committee to discuss further. Melissa, Michele, and Bill all expressed interest in being part of this pop-up committee.

Mary Beth noted this relates to her outreach with Women for Sobriety and the discussions she has been having with MarCom Committee.

Consent agenda

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

Committee Reports

Executive Committee (Dan and Lorraine)

There have been ongoing discussions about different individuals learning parts of Robert's job to ensure continuity in the organization. Robert will share his knowledge so that critical functions are understood by more than one person. Emails will be sent to BOD members re particular subject areas, to work with Robert to learn these aspects of his work.

Finance Committee (Mary Beth)

Mary Beth informed the BOD Executive via email that she is not able to continue as Acting Chair and we should fill the position as soon as possible.

Mary Beth, Steve and Robert worked together to separate Outreach from IT expenses on the budget and financial reporting.

Marketing Committee (Lorraine, Dan and Sue)

A response will be sent soon to LegitScript regarding their latest correspondence where they asked for clarification on certain parts of our application.

Mary Beth joined the most recent MarCom meeting to discuss partnering opportunities with Women for Sobriety.

Communications Committee (vacant)

Topics covered in other parts of agenda.

Meetings Committee (Robert, Lisa, Jamie and Jocelyn)

Nine meetings will soon be added to online meeting schedule.

The Meetings Committee met between BOD meetings to begin discussion how best to help convenors with the return to face-to-face meetings. Outreach will be done to the convenors' list to see what support and guidance they feel they need.

Mary Beth suggested developing an article that could be submitted to local "freebie" newspapers in communities as meetings start back up.

Old Business

Facebook Business Account set up - combined pages (Robert and Steve)

Progress has been made – bugs have been fixed with FB's interface. Steve is working on merging different LR pages and will report back when process is complete.

New Board Member Recruitment (everyone)

Dan made a motion to officially appoint George to the BOD, Mary Beth seconded, all were in favor.

Currently there are two open seats. Lorraine noted she is still reaching out to people who might be interested, but with George now appointed and the AGM coming up the situation is not as urgent as it had been.

Discussion about making sure the convenors and other LifeRing members know an election is coming up and what the requirements are to run.

Quarterly Convenor Workshop, February 21st @ 9:00am (Dan and Jamie)

Next Sunday. Agenda is set. There are a few remaining questions from presenters re ability to share slides, etc. The training planning group will have one last meeting this week to finalize things.

Robert mentioned that 22 people have registered so far and this is the first time we have done pre-registration.

New Business

Discuss structure of Marketing, Communications, Fundraising, and Social Media functions (everyone)

Lorraine proposed keeping MarCom and fundraising functions together as one committee, but recruiting someone within LifeRing with good social media skills to take on that work.

Sue suggested finding one key person to get things going but having multiple contributors so that if volunteers drift away there is continuity with our social media.

Date for Congress and Annual Meeting – June 5 & 6, 2021 – Create Pop-up Committee (Dan)

Discussion about upcoming congress and AGM. Typically Day 1 includes a convenor workshop or some sort of activity to attract participants. Day 2 is the congress/AGM where bylaw changes are addressed and there are nominations for the upcoming BOD election.

Mary Beth offered to give the LifeRing “nuts and bolts” presentation she developed if we think it would be valuable to attendees.

Robert will forward the BOD the steps that need to occur and timeline to follow in advance of nominations and election.

A pop-up committee to plan the annual congress was formed with Dan, Michele, Melissa, Bill, Sue and possibly George.

Budget Assumptions for 2021 – attached (Robert)

Robert spoke about the budget assumptions for the current year and addressed questions.

The next steps involve the actual budgeting process.

It was suggested the various committees meet soon to discuss what initiatives they want to undertake in 2021 and how much money they may need budgeted.

LifeRing Press – Pamphlet discussion – see Canadian pamphlet for an example attached (Robert)

Robert shared that we currently have 7 brochures which are expensive to produce and quickly get out of date. These are available online for people to view or print themselves.

An idea was proposed by Robert to condense the information into one (or at least less) brochures. Sue expanded on this by suggesting a glossy trifold, that in particular could be used at face-to-face meetings and for meetings with stakeholders like treatment and health facilities.

There is a graphic designer that Lorraine and Sue have connected with that may be able to help with the design for a nominal fee and the hope is to have a draft mock-up available by mid-March to show the BOD. Further discussion occurred about what the brochure should include and how to make the information available.

Why Go Virtual with ASAM? (Mary Beth)

Mary Beth explored the costs involved for LifeRing to have a virtual booth and video chatroom at this year's American Society of Addiction Medicine conference in April. The conference is directed to treatment professionals/counsellors and policy makers.

The cost to have a virtual booth with 2 complimentary registrations, video chat, and getting leads would be \$2250.00.

The BOD decided this is not the right conference for us this year as the ROI very likely will not be worth it, but we do need to start looking at the best ways to engage other organizations. (whether it be conferences or direct contacts)

Mary Beth has developed a spreadsheet listing different conferences that may be of interest and will share this with Sue.

Pop-Up Committees

Create an Engagement Committee (everyone)

Sue suggested calling it the Outreach Committee, instead, and the group agreed. Michele, Melissa, Bill, and Sue will be looking at ways to engage volunteers etc. We need Lisa to discuss a general volunteer committee, will discuss next time.

Adjournment to Executive Session

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

Submitted by Jocelyn Harnois
LifeRing Board Secretary
February 23, 2021