

Minutes of the LifeRing Board of Directors Meeting held on July 11, 2021

Call to Order / Introduction of Members of the Public:

It was determined that a quorum of board members were present and the meeting was called to order by Lorraine Hull, Board Co-Chair at 9:04 am PST. Other board members present were: Dan Carrigan, Board Co-Chair, Steve Gonzales, Treasurer, Mary Beth O'Connor, Acting Secretary, George Gidora, Chris Smith, Sue Betts, Michele Kenny and Paula Gillen.

Non-board members in attendance included: Robert Stump, Executive Director; Mark Fussell, LifeRing member who has attended over 100 meetings; Janna Casali Burns, member from MA.

Minutes and P&L Reports:

The Consent Agenda from the June meeting/annual congress was up for review and approval. Steve made a motion to approve, Mary Beth seconded and all approved.

Welcome New Board Members & Election of Officers

Dan received heartfelt thanks for his seven years of service on the board. He intends to continue supporting and participating with LifeRing in various ways.

Lorraine shared the Opa Vote results for board of director elections. Sue, Michele and Paula will have three year terms, ending in 2024. Paula interjected that she may only be able to fill a one year term. Steve will have a two year term, ending in 2023. Chris and George will have one year terms, ending in 2022. One board seat remains open.

Sue was nominated as the new Board Chair by Lorraine. Mary Beth seconded the motion and it was approved by all. Other officer positions were elected. Specifically, Lorraine nominated Steve as Board Treasurer and George seconded the motion with no one opposing. Sue nominated Lorraine as Board Secretary, Michele seconded and the motion carried.

Dan reminded the board that his name is on the LifeRing bank accounts as a co-signer. Robert will work with Sue to get that updated.

Bylaw Change Approval

Also part of the Opa Vote process, approval of the minor change to the bylaws was acknowledged.

Old Business:

Approval of Empower Your Sober Self Pamphlet

Sue shared a link to the pamphlet and the new landing page that the QR code on the pamphlet links to: <https://lifering.org/welcome/> Paula was also integrally involved with getting this project across the finish line. Robert has ordered quantities in two paper types from VistaPrint.

Finalization of Feedback Link

Directions to use the already approved Feedback Form were introduced. Lorraine screenshared the form and requested that any necessary edits be forwarded to her so that Robert may post it.

New Business:

LifeRing Annual Congress Open Discussion

Lorraine and Sue referred to notes shared from LifeRing delegates and members during June's annual congress. The urgent need for more convenors is very clear from their feedback. A Pop-Up committee will be created to address this need. Michele, Chris, Sue and Lorraine volunteered. Janna, from MA had joined the call and also offered to be part of this committee.

LifeRing Allies

Sue announced that Steve Summers had requested that meetings be held for families and/or friends to learn about LifeRing. He cannot lead such meetings himself. Mary Beth had previously offered to share her LifeRing nuts and bolts presentation with a Q and A at the end once per month. All agreed to starting this meeting series.

Organizational Chart

Lorraine shared that there had been recent confusion related to how new convenors start meetings in new areas and where their support comes from. The sense that no one is keeping track of the meetings. The outdated organizational chart on file is from 2011 and had morphed from a CEO-centered infrastructure to a LifeRing of LifeRings. A very basic organizational chart was screenshared with the group. Discussion ensued as to Regional Reps not reporting under the Regional Coordinator and whether or not there should be dotted line reporting from meeting members and convenors to the board. This organizational chart is in the very beginning stages. Steve agreed to help with it.

She Recovers Hired a PR Consultant, Should LifeRing?

Mary Beth brought up this question. Also WFS hired a marketing expert. She has the names of the individuals. Lorraine asked about the ballpark cost as most consultants charge at least \$100 per hour. Mary Beth said she had not asked because she was not sure if there was any interest.

LifeRing in Ireland

Lorraine will reach out to offer general assistance to Michael McDonnell, Ireland's Committee Chair. Michele also knows many Ireland members as she has been joining their meetings. Mary Beth deferred legal discussion to the Executive Session.

Fundraising

Sue shared general fundraising updates. Total donations equal \$8,436 with \$5,200 one time donations and \$3,231 coming from 23 recurring donors. Last quarter, the Amazon Smile donation total doubled. Upcoming activities include the Summer Fundraiser, preparations for Recovery Month in September and Sober October. It was noted that in April, there was a particularly generous donor after the tax day communication. Those Mail Chimp communications are really making a difference.

In-Person vs. F2F

Sue requested input and approval to collectively begin using the term "in-person" instead of face to face or F2F when referring to meetings where individuals meet in-person. The board agreed to this change.

Committee Reports:

Executive – No report today.

Finance – Steve

Robert reiterated the \$11,000 received in PPP grant funding. Steve said there is a possibility of receiving one more grant as part of round 20 of state funding. LifeRing is in a financially sound position and has enough money to continue for 12 months without donations throughout the year.

Fundraising, Marketing, & Communication Committee (FunMarCom) – Lorraine and Sue

Sue tracks the open rates of Mail Chimp postings and the summer communication had a 39 percent open rate. That is three percent above the national average for prior open rates.

Mary Beth spoke about the podcast for therapists she did with WFS recently. She has another one scheduled next week. These may be heard at <https://junkietojudge.com>. She is seeking an agent for her book.

Meeting and Convenor Committee (MCC) – Sue, Chris and Michele

Sue said the next Salon will focus on crosstalk. Chris talked about a general project to create support for new and existing convenors using the resources of the Service Center and Regional Reps to ensure a unified workflow and that minimum standards are met. Michele and Robert will coordinate this for online convenors. Lisa will continue to coordinate for regional areas. The

challenges going forward are bringing in-person meetings back starting with contacting all the last known convenors.

Website Committee – Robert

Robert announced his plans to retire at the end of 2022. The board will need to prepare for this, particularly for managing the website. He currently uses TechSoup, a nonprofit, at the TAP \$99 per month pricing. They offer a website redo with minimal back end presence at an affordable rate of \$300-1000 for monthly maintenance. The analytics are linked so that whoever takes over can just handle the content.

Steve said he is willing to take on overall management of the website when Robert retires. Steve used a paradigm before in his work where it is user friendly enough to have an intern or volunteer do the updates.

Outreach Committee – Michele (this committee is on hold temporarily)

Pop-Up Committees:

Steve shared the results of the Abstinence Policy Pop-Up. It boils down to the “definition of sobriety” wherein an individual works out any medications prescribed with their own doctor. Often people in recovery exaggerate or use omission when speaking about their activities. Our book, HWYW (How Was Your Week?) clearly delineated much of this already. It encourages being informed and proactive using the tools that they have. He referred to the new draft language and shared the link in chat with the group. It will be up for final approval next time.

Adjournment of Board Meeting:

A motion was made to adjourn the meeting at 10:33 am PST by Sue. George seconded it and all agreed.

Submitted by Lorraine Hull
LifeRing Board Secretary
August 4, 2021