

## **Minutes of the LifeRing Board of Directors Meeting held on August 8, 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 Sue Betts, Board Chair at 9:02 am PST. Other board members present were: Lorraine Hull, Secretary, Mary Beth O'Connor, George Gidora, Chris Smith, Paula Gillen and Michele Kenny.

Non-board members in attendance included: Robert Stump, Executive Director; Mark Fussell, Mike Horne and Melissa White, LifeRing members.

### **Minutes and P&L Reports:**

The Consent Agenda from the July board meeting were proposed for review and approval. George made a motion to approve, Mary Beth seconded and all approved.

### **Old Business:**

#### ***Final Approval of Abstinence Policy Statement***

Topic deferred due to Steve's absence. Mary Beth stated she did not see an opportunity to review and offer feedback. Steve had posted the link in the chat at the July meeting.

#### ***Finalization of Feedback Link***

The approved Feedback Form was posted on the website under the 'Contact Us' link. It could also be accessible in the webpage footer. Lorraine will provide the response policy next month.

### **New Business:**

#### ***Working Board***

This is not a governing board, we are a working board. Sue cited the bylaws and the portion from the commitment letter that five-to-six hours of work is required per month on top of any convening.

#### ***Committee Quarterly Meeting***

Sue proposed to begin having a quarterly meeting of all committees to share project updates and avoid duplication of efforts. An assigned member of each committee would represent the committee and share what they are working on. Mary Beth questioned having the committee updates at this meeting. Chris cited that a quarterly meeting may assist in reducing overlap of committees. This new process was agreed upon to start at the end of the month.

#### ***Zoom Upgrade***

A concern was raised about the cost of the Zoom upgrade. LifeRing received a very generous donation from a LifeRing member for a portion of the cost. There was also a half price discount from TechSoup. It was \$550 to upgrade to 10 Zoom accounts. LSR went from five accounts up to 10 accounts plus a business account. Scheduling all the online meetings was getting tight. The Zoom analytics included is also very much improved. The full price was \$2100 and the discount made it \$1000. This will be a yearly expense. Lorraine made a motion to approve, Mary Beth seconded it and it was approved by all.

### ***Request to Fund promotional poster***

Paula has created a poster. Lorraine gave the back story of a treatment center in the NW requesting a poster to hang next to the 12 step, SMART and other posters. These posters may be used at medical centers, treatment centers and meeting gathering rooms. For example, Ohio State where Michele recently made a presentation. FMC has edited the text quite a bit already. Sue made a request for \$702 for 100, 11 by 17 posters and mailing costs through Amazon. Michele asked about the lighter orange shade of "We're all in this together," perhaps it could be made a bit brighter. A motion to approve was made by Lorraine. Second by Mary Beth, then all agreed.

### ***International Coordinator***

An individual in Belgium wants to start a meeting and an existing convenor from Scotland can vogue for him. Can we permit meetings to start in other countries? George is working with Lisa on three countries, Canada, Ireland and Sweden. There is a meeting in Australia also. The structure of having a meeting or two in an international area follows the charter process through the bylaws. International organizational concerns are being reviewed by Cooley's legal counsel. Decision was made to defer additional discussion to the legal executive session.

### ***ARG – PAL 2 Participation***

Sue stated that Robert has been driving this and Michele has offered to be one of the expert panelists. ARG is running a bit behind, they may forward more information by August 13. The study will run for two months.

Previous work in May had four panelists providing feedback about online meeting participation. Participants from PAL 1 cannot participate in PAL 2.

The next step is to send emails to membership from the board (sample templates are provided) asking them to complete the survey. We will also alert convenors to advise their meeting participants to respond. Participation financially benefits LifeRing with \$2000 plus stipends of up to \$250 per panel member.

***LifeRing Founding Date*** – deferred as brought up by Steve

### ***Committee Reports:***

**Executive** – No report today.

**Finance** – No report due to Steve being unable to attend.

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

Summer Splash started on July 1<sup>st</sup>, generating eight new recurring donors for a total of \$185. Plus, 10 one time donations equaling \$1254. To date have made \$1440 and there is \$678 projected as recurring donations.

Promotion for Mary Beth's new Friends and Family meeting had a 21.3 percent open rate. Over 600 people saw that email. Marketing language is producing much higher open rates and need to keep that going.

FMC has been very productive from the pamphlet, now the poster, to Fred joining the meeting to promote internal marketing between convenors. Increasing personal communications develops the culture of relationship building. Exploring areas outside fundraising to ensure the future of LifeRing overall.

Paula and Melissa have been putting banners at the top of the meeting schedule to increase donations.

Mary Beth will do a joint radio address with Adrienne, CEO of WFS, on a community college radio station with broad range.

Michele is updating the podcast listing that Mary Beth and Michele put together.

Mary Beth is planning to tell her personal history as a podcast on Her Story show in a month or so. Will receive a link to post on LSR website afterward.

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

Sue cited Melissa leading the last convenor support meeting.

The next convenor salon will spotlight two LSR people speaking about the impact on them from loved ones passing away from opiate usage. This coincides with Overdose Awareness Day on August 31.

**Website Committee** – Robert

Sue provided a link to website analytics. She has been adding pages, primarily the events page. That's where the San Francisco meet-up - aka Michele's Day in the Sun - plus Mary Beth's contributions and podcasts are.

**Regional Representatives**

George shared that eight meetings continue in Canada. They are looking ahead to the green light to reestablish in-person meetings and to get back up to the 20 meetings they had prior to COVID. Sadly, a number of convenors were lost. It's easier to log onto a computer than pack stuff up and go arrange chairs.

Chris announced that California in-person meetings have quadrupled from one to four. He did a status check on convenors last month with a response rate of over one third. Updating the in-person meeting page to "meeting has moved online" instead of stating meeting suspended.

Paula shared that there are 9 in-person meetings in Colorado. A link to the CDC requirements that LifeRing is complying with is included.

### **Online Meetings - Michele**

Trying to standardize the process of training for co-convenors. Many three month sobriety people are interested but do not have enough time to convene. That is stalling recruitment efforts for online convenors.

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

### **Pop-Up Committees:**

### **More New Convenors**

Lorraine stated that the first meeting of this new pop-up will be Saturday, August 14<sup>th</sup>.

### **Convenor Collaboration**

Michele brought up the New Hope Treatment Center in New Jersey where she and Bill C. have been invited to do monthly presentations. There are a large number of inpatients there. Discussion of whether board members needed permission to do so. Those decisions have historically been made locally and that will continue.

### **Adjournment of Board Meeting**

A motion was made to adjourn the meeting at 10:13 am PST by Mary Beth, Michele seconded it and all agreed.

Submitted by Lorraine Hull  
LifeRing Board Secretary  
September 8, 2021