

Minutes of the LifeRing Board of Directors Meeting held on December 12, 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 9:03 am PDT. Board members present were: Steve Gonzales, Treasurer, Lorraine Hull, Secretary, and Chris Smith, Paula Gillen and Lisa Swing-Corney.

Non-board members in attendance included: Robert Stump, Executive Director.

Minutes and P&L Reports:

The Consent Agenda from the November board meeting was proposed for review and approval. Lorraine made a motion to approve, Lisa seconded it and all approved.

Old Business:

Cold Call Postcard

Plans to use Minute Man printer in Hayward, CA instead of VistaPrint in CO for printing. Additional price option obtained for a full year mailing list, \$396 for one year with updates each quarter for \$150 each. Keeping the initial plan for one-time only to evaluate results. The strategy will be to send postcards out in January. We'll need to prepare our outreach writers. May reach out to professionals to create a page on the website specifically geared to them. Dr. Foster for example.

Authorized Signer for Checking Account / Credit Card

This has not been updated yet but will be.

New Business:

Strategic Planning

Robert provided a historical document for review to be used in January. The process of adhering to 10.4.6 of the bylaws should be presented with the annual budget to congress. There are five meetings before that occurs.

Budget Request Form

Steve stated there is a form that was started in 2019 already. It was created by Scott, a former board member. It is in the 043 Finance folder. Permissions will be granted to everyone to use it. This discussion was taken offline. A list or updated form will be created to use to request budgeted items.

Fundraising Stats to Date and Calendar of Communications

We have donations totaling \$2,584 so far. The statistics look good. The percentage of MailChimp opens is particularly great at 20 percent. Discussion ensued of beginning to use Facebook to ask for donations in addition to the current Mailchimp postings. Brook and Steve can coordinate on Facebook. Paula has provided super graphics to be used. Amazon Smile is up to a cumulative total of \$3,552. The ask titled the Gift of Hope cited meeting support, new meeting kits and more convenors.

Empower Your Sober Self in Spanish and Book Sales Report

Alejandro, a current convenor, is going to translate the book regardless of whether or not he is paid to do it. If the book is updated, we'll figure that part out later. He may also translate the main pamphlet.

Publishing the books on Amazon Press is a free process. They format it and send a paper copy for review. Lisa suggested checking with Alejandro as to whether or not he can adjust page formatting. Also, he should check with Marty about the proposed reimbursement to Alejandro.

External LifeRing Meetings

Redefining Naming Conventions | Special v. Focus

Instead of referring to a "special meeting" when a meeting has a particular focus, change to special interest meeting or a topic-focused meeting. This does not require board approval but board attention to allow for faster starting of meetings vs. waiting for each monthly board meeting to approve them.

The 1997 LifeRing charter says we serve addicted individuals... It is antiquated but it binds us. If a meeting is chartered OK, if it's not chartered it goes before the board. We want to be proactive vs. reactive here. No approval necessary for a co-occurring type meeting (people in recovery first, with another secondary addiction that also affects them). The board will approve famous or other types of speakers to present information. Review of the policy determined that it does not need to be adjusted.

25th Anniversary

Mike M. could not be here but he will be active in the planning of the 25th year activities. There will be a 25 Year Banner to be used over related communications. Perhaps spotlighting Marty and Tom on April 17th 2022. This will build up during that time and flow into a crescendo during the Annual Meeting and subside as the year progresses.

Committees – Detailed in the Quarterly Status Report

All reports were updated. A few specific details were discussed.

Adjournment of Board Meeting

With no further business topics requiring discussion, Sue made a motion to adjourn and Lorraine seconded it. All approved at 10:12 am.

Submitted by Lorraine Hull

LifeRing Board Secretary

January 6, 2022, revised January 9, 2022