

Board Of Directors Monthly Meeting Minutes

Sunday, June 9, 2024

Call to Order and Identification of Public Attendees

Sue Betts called the meeting to order at 11:48 AM Pacific Time.

Board Members	Present	Absent
Sue Betts	√	
Bobbi Campbell	√	
Monica Foy	√	
Joe Franklin	√	
Rafal Klopotoski	√	
Mary Beth O'Connor	√	
Njon Sanders	√	
Robert Stump	√	
Lisa Swing-Corney	√	

Non-Board Members Present:

- Kathleen G
- Prax M
- Michael A
- Nicole M
- Ariana L
- Carlie L
- Renee R
- Jody
- Kemper M
- Lorraine H
- Paula W
- Michele S
- Ewa C
- Albert
- Starr
- Daniel W
- Jason W
- Jeffery
- Taresa N
- Christina G
- John O
- M K
- Anns H
- JQ N
- Brian T

Approval Of Consent Agenda

May 2024 Minutes

Monica made a motion to adopt the May minutes as presented. Lisa seconded.

VOTE: Sue confirmed a unanimous vote to adopt the minutes.

May 2024 Financial Report

Joe made a motion to adopt the May 2024 Financial Report, as presented. Sue seconded.

VOTE: Sue confirmed a unanimous vote to adopt the report.

Ongoing Business

Relations With International Entities

Mary Beth and Lisa submitted the draft for the **Agreement for International Entities** at the May Board meeting. Agreement is ready for final vote for approval.

- The only suggested edits were for formatting and punctuation corrections.
- After Board approval, the next step is presenting the agreement to the International Entities. They are expected to propose additional changes.
- Thanks to Cooley, the law firm that serves as LifeRing's pro bono counsel, for collaborating with Mary Beth and Lisa on preparation of the document.

Lisa made a motion to approve the Agreement for International Entities. Robert seconded.

VOTE: Sue confirmed a unanimous vote to adopt.

Website Redesign

Bobbi shared the latest updates:

- The web developer is working on the most recent iteration of the front page mock-up, taking into account the Website Committee's latest proposed changes.
- This version adheres to the desired behavior.
- Bobbi is evaluating content on the old website for relevance. Relevant content will be moved to the new site.
- Robert continues to work on the Meetings portion.
- Next steps will involve editing the sub menus and their pages.
- With a combination of static and dynamic pages, the site will make navigation and finding things easier.
- The intended audience is a new user unfamiliar with LifeRing.
- [Prototype page](#)
- [Test page](#)

New Business

Board of Directors Letter of Commitment

The Letter of Commitment outlines the duties and responsibilities of Board members.

- Board members have submitted edits to the version presented at the May meeting.
- Edits have been incorporated into the latest version up for approval.

Monica made a motion to approve the letter. Joe seconded.

VOTE: Sue confirmed a unanimous vote to adopt the letter.

Interim Executive Director

Sue has acted as interim Executive Director for two years and would like to serve as the permanent executive director.

Rafal made a motion to nominate Sue as permanent Executive Director. Mary Beth seconded.

VOTE: Sue confirmed a majority vote to approve the appointment, with Sue abstaining.

2024 LifeRing Annual Conference

The Annual Meeting was held June 8th, from 9am to 2:30pm PDT. 93 people attended, and the approval rating was 4.64 out of 5.

The Delegates' Assembly, held June 9th, had a larger turnout than last year, with a 15% uptick in interest.

Highlights:

- Mary Beth's workshop on Open Recovery
- Ewa's Mindfulness presentation
- Bobbi's Social Media update
- Marty's presentation – Rafal proposed publishing them.
- Some content may be added to LifeRing's YouTube channel.
- Sue thanks Robert, Lisa, Lorraine and the FMC team for their efforts.

Reports

Treasurer's Report

Joe shared the Treasurer's report, with Year to Date numbers, compared to the same period in 2023.

Highlights:

- Summary Statement: May revenue down due to low donations and book sales.
- Year Over Year Statement: Overall donations increased in 2024, compared with the number for May of 2023.

LifeRing Development Report

Development Director Lorraine shared the Report. Details:

Philanthropic Donations/Activity:

- Staying in touch with Comeau Foundation contact.
- Family foundation grants are desirable because the funds are unrestricted.

Grant Funding:

- Working on two awards.
- Attending webinars presented by Candid.

Internal Fundraising

- Meeting with a Development Officer of the Colorado Coalition for the Homeless.
- Bequest page on the LifeRing website will be revised with the rollout of the new site.

Other

- Expecting to hear from OneOhio Recovery Foundation in late June/July.
- SAMHSA offers SPARK – Program to Advance Recovery Knowledge. May attend training.
- Unrelated to Development: Outreach to probation systems to ensure they are aware of recovery alternatives.

LifeRing Book Sales Report

Robert discussed how book sales work for all present:

- There are two sources of income from LifeRing book sales:
 - Amazon sales
 - LifeRing.org – direct sales
- LifeRing.org purchases books from Amazon at author's discount, so LifeRing.org makes more money from these sales.
- When Amazon sells LifeRing books, they keep 40% of the profit. But selling on Amazon gives LifeRing more global exposure.

Robert also discussed May book sale numbers; sales numbers were lower than April.

LifeRing Teams Updates

Social Media

Bobbi shared social media efforts. Highlights:

- New Facebook & Instagram pages – Members encouraged to like these pages.
- There are icon links to all of LifeRing's social media pages at the bottom of LifeRing's website pages.
- The old Facebook page still has followers, who are being encouraged to move to the new page.
- Bobbi has documented the procedures for setting up and maintaining the Meta page.
- All conference attendees are welcome to get involved in Social Media efforts, as well as Fundraising, Marketing, and Communications.

Goodbye to Rafal

Sue spoke about missing Rafal's presence, and thanked him for his positive energy and experience. Although Rafal is no longer a Board member, he will continue to convene and be a part of LifeRing.

Adjournment of Board of Directors Meeting

Sue made a motion to adjourn the meeting. Monica seconded.

VOTE: Sue verbally confirmed unanimous approval to adjourn.
The meeting adjourned at 12:42 PM.

LifeRing Public Forum

Kathleen share

- Appreciates the clarification of acronyms used in LifeRing.
- Is compiling a list of acronyms and their meaning.

Michael question

Regarding book sales on Amazon, is the 40% portion that Amazon keeps a typical arrangement? Can this number be shared with meeting attendees?

Answer:

The percentage that Amazon keeps is typically 40%; this is not a proprietary secret and is in alignment with standard reseller arrangements. This information may be shared openly.

Regarding Amazon sale vs. LifeRing BookStore:

- The LifeRing BookStore is currently a small operation compared to when LifeRing had an office.
- In the office days, Robert kept a larger BookStore inventory, and books were purchased in larger quantities with bulk prices.
- We may rely solely on Amazon sales when Robert relinquishes his book sale duties.

Renee share

Renee has purchased all of her LifeRing books from Lorraine/convenor.

- She regularly buys non-LifeRing books from Amazon.
- She only recently learned that the LifeRing website has a BookStore.
- One advantage of Amazon book sales is that customers can leave reviews.
- Renee will review the LifeRing books on Amazon's site.
- She also proposed that LifeRing quote some Amazon book reviews on the BookStore.
- Robert remarked that there are reader reviews on the BookStore.
- Renee suggested donating books and brochures to the Veterans Administration .
- Alternatively, LifeRing could sell copies of books to the Veterans Administration as military purchases.
- LifeRing convening and volunteering may be able to fulfill court-ordered community service requirements.
- Sue encouraged all attendees to participate in the upcoming Outreach meeting and pursue the ideas that they bring to LifeRing.

Renee question

Are books ever donated to libraries?

Answer:

Sue is working with an outside consultant to ensure that LifeRing books are available in libraries in cities where LifeRing local meetings are held.

- San Francisco Public Library has a program called Read to Recovery where patrons are invited to keep copies of recovery-themed books. LifeRing participates in the program.
- These ideas are in their infancy and more will be revealed in the future.

Jody share

Jody thanked the Board for the opportunity to learn about the complexities of Amazon book sales and be a part of the community.

Lisa share

Lisa elaborated on the issue of book donations to the Akron Public Library. Most donated books go to public library book sale inventory rather than the pool of books for lending. There is a complex process to donating books for lending.

Kathleen share

Kathleen addressed the idea Renee brought up of fulfilling court-ordered community service with LifeRing volunteering. A Denver man was able to complete his requirement with LifeRing volunteering several years ago.

JQ share

JQ spoke of how he was able to elect his community service, for a one-time court order. He was able to select a program not on the probation program's list.

- Renee answered that in Colorado Springs that choice is not available and that any community service groups must register with the authorities to make volunteering with them available, to meet court-ordered requirements.
- Other local agencies may have similar requirements, and LifeRing could pursue such registrations.

Adjournment Of Public BOD Business Meeting

Sue adjourned the public board business meeting.

The public board business meeting closed at 1:00 PM.