

Minutes of the Board of Directors Meeting (Brief Version): September 8, 2013

It was determined that a quorum of Board Members was present and the meeting was called to order by the Board Chair at 12 Noon PDT.

Old Business

Consent Agenda

The Consent Agenda this month consisted of the Minutes, the Financial Report, and reports from the following committees:

- Volunteer Recruitment
- Accountability and Transparency (Newsletter)
- Convenor Training

Minutes

It was moved, seconded, and carried unanimously that the Minutes for the last Board Meeting be accepted without revision.

Finances

It was moved, seconded, and carried unanimously that the Treasurer's report be accepted.

That report shows a continuing negative total for the year. While not an immediate crisis, this issue will become significant in several months.

Our Savings fund is low, as is Checking. The large Canadian *RBC Workbook* order last year was interimly helpful, but not for the long-term.

The funds shortfall this year compared to last is due primarily from lower books sales, but last year was skewed by the large Canadian purchase (above). Donations, our primary source of revenue, are also lower this year.

New meetings expenses continue as an issue, and the revenue from these meetings is not well documented and is often not received.

The cost of "starter kits" was discussed. The kits cost about \$60 apiece. They are provided "for free" but with the understanding that payment for them can be deferred until basket money comes in.

A subcommittee was formed to better understand and direct how we want our assets to be spent. The Fundraising Committee Chair will head it up. *Overall, our "bottom line" is that we must increase the revenue derived from donations and book sales.*

Committee Reports

Volunteer Recruitment

There was only limited progress made this month. Solicitations for volunteers are made in every newsletter, but so far the response has been poor.

Accountability and Transparency (Newsletter)

The work to gather content for the newsletter is substantial. We will wait until mid-November to publish the next issue and a donation request will be included in it. The question of continuing the newsletter next year was raised, with the possibility of reducing its publication to two times per year. Although the audience for the newsletter is small, it was felt that its continuation was important for visibility.

Website Blog Revitalization

There are many fine writers involved with LifeRing, as evidenced in our online venues, and some have volunteered to bring their talents to a wider audience by contributing to our website blog postings. Other LifeRing members are encouraged to submit material that may be of general interest as well.

We have added a blog subscription capability; one can sign up and be notified by e-mail whenever a new blog post appears.

Convenor Training

There was no news to report this month.

Ad Hoc Committee on Special Meetings

Proposed Revised Mission Statement

The proposed revised Mission Statement was read. It was moved, seconded, and carried unanimously to adopt it. It will be placed on the website via a blog post.

Proposed New Policy Statement for Special Meetings

The proposed Policy Statement was read. As with the revised Mission Statement, It was moved, seconded, and carried unanimously to adopt it.

Suggested New Meeting Opening Statement

A new Opening Statement will be drafted and proposed.

Suggested New Terms of Use (TOU) Policy

A new policy was discussed. The TOU statement needs to be broader and should cover more than just the e-mail forums. A first draft was composed with further modification planned as input is received.

The name of the "Special Meetings Committee" was changed to the "Policy Committee."

LifeRing Member Survey

About one-half the number that responded to the last survey conducted in 2005 was received so far. This year, for the first time, the survey is completely on-line and as such may be a factor for possible reduced responses.

2014 Annual LifeRing Meeting

Santa Rosa was suggested as the location of the next Annual Meeting. Transportation to Santa Rosa from the Bay Area remains an issue, but there is good mass transit available from the San Francisco transit hub, which in turn can be reached from SFO via BART. Car-pooling is another possibility, as well as car rental for those arriving by air. It was moved, seconded, and carried unanimously to choose Santa Rosa as the next Annual Meeting location.

New Business

CAADAC Conference

The CAADAC Conference will be held in Sacramento in early October. Books and newsletters will be provided. The cost to buy a table will be borne personally by several members.

Video

Regarding visibility related to fundraising, it was commented that a greater focus on YouTube postings would be helpful; there is virtually no LifeRing presence there now, in contrast to AA for example. The possibility of a YouTube video of a sample LifeRing meeting was discussed as part of an overall video strategy.

LifeRing Press

This effort is currently focused on new brochures and a *HWYW* booklet.

Court Decision: Secular Alternatives to AA Are Required

The 9th Circuit Court has once again ruled that AA is a religious organization and as such, alternative secular options must be provided to those persons required by the State to attend addiction treatment venues. The 9th Circuit recently ruled that a lawsuit brought in this regard will be sent back to State District Court with instructions that compensation must be made to the plaintiff.

LifeRing Canada

There is a new Director of LifeRing Canada and some of us will meet with him during his upcoming visit to the Bay Area. An opportunity for improved communication between LifeRing USA and LifeRing Canada presents itself.

Trademarks

Our trademarks have been approved.

Adjournment

There was no other business at this time, and the Board Chair moved to adjourn. The motion was seconded and carried unanimously. The meeting ended at 1:30 pm PDT.

Submitted by the Board Secretary

September 14, 2013