

## **Minutes of the LifeRing Board of Directors Meeting: November 12 , 2017**

It was determined that a quorum of board members was present, and the meeting was called to order by Board Chair Dan Carrigan at 9am PDT. The other board members present were: George Gidora, Jason Groce, Lorraine Hull, Harold Marques, Rob Mullaly, Mary Beth O'Connor, Byron Kerr and Craig Whalley. The Executive Director, Robert Stump, was also present. There were no members of the Public present.

### **Public Comments**

There were none.

### **Consent Agenda**

The Consent Agenda was moved, seconded, and carried unanimously as submitted. It consisted of the October 2017 Minutes and was moved, seconded, and carried unanimously to accept the October Minutes as submitted.

The Profit and Loss statement was moved, seconded, and carried unanimously as submitted.

### **Committee Reports**

#### **Executive:**

Dan Carrigan: No new updates.

#### **Administration:**

George Gidora: No new updates.

#### **Conferences and Training: 2018 LifeRing Annual Conference**

Lorraine Hull: Candice Shelby is not available but Sarah Zemore has been confirmed as speaker. Have put out requests for local speakers to fill in open slots; especially looking for topics that will appeal to conveners. Some conveners are experiencing significant growth with large meetings that are more challenging to convene. Dave Fletcher is a possible speaker and he has two potential candidates as well. Question arises as to whether ARG will help pay for Sara Zemore's hotel and travel expenses.

In summary, Annual Meeting will be internally focused with emphasis on growth of LifeRing but it will be open to the public with trainings for conveners and time set aside for Board to meet,. Full day planned for Saturday open to all; may have Board Development and Training on Sunday.

Using social media to promote the conference. Text has already been prepared for Facebook. Theme is Rocky Mountain Cross Talk. Reminders are being issued to Save the Date.

Also working on offering scholarships and housing for attendees who would otherwise be unable to attend due to the expense of travel/housing. With regards to the latter, hoping to have additional fundraising done in order to help attendees with their expenses. LifeRing CO also organizing activities for attendees such as sightseeing, hiking and a good number of people are opening up their homes to attendees.

Possibility raised of utilizing Zoom and/or making an audio-visual recording of the Conference, but this could be technically quite difficult and also would cost additional money; would need audio-visual and broadband capability already in place. May be best to videotape the talks and put them up on LifeRing's website and LifeRing's Facebook page for viewing. Possible that students in audio-visual department may be able to assist with videotaping.

Still seeking site for the conference; several places are being looked at.

Kathleen G. is finishing editing book of LifeRing Personal Stories: hoping to highlight this at conference since book is coming out in early Spring. Would like to get some of the participants to come to the conference and give a short talk which can be videotaped and put up on FB etc.

## **Old Business**

### **Fundraising**

Robert/Craig: Trial of Network for Good for Fall Fundraiser yielded around \$3000 - 3500. May use it for Giving Tuesday early December: Bobbi C and Rich C are in charge of setting up fundraising campaigns and Richard is in process of composing letter for end of year fundraising. Planning to put together budget going forward.

### **Public Persona**

Rob Mullaly: Work continues on article for Journal of Addiction and Recovery. Marty N. has agreed to help and has shared an article he wrote in 2012 which, for the most part, fulfills the requirements for the article. Draft is in process, with Craig and Robert updating information about number of meetings, FTF meetings, etc. Formal journal guidelines for submission of article need to be reviewed; guidelines provided by Tim Hovarth were very general. Byron suggests incorporating some of what Sarah Z has written and he is going to contact her. Deadline for submission is 12/31/17.

Social Media: Jason has been working on LifeRing's Twitter account: notes that there is a lot of recovery-related traffic, most being re-tweets. Of note, nobody on the Board engages in Twitter. Discussion ensues about the importance of tapping into Social Media in effort to improve LifeRing's public persona. FB CO appears to be very active. Some find it difficult to find LifeRing on FB, possibly due to its "closed meeting" status. Facebook now attracts an older demographic; Twitter as well is losing its appeal for younger people, who are more likely to be using Instagram or other social media.

Importance of social media in growth of LifeRing warrants formation of a pop-up committee to address maximizing its use.

### **Existing Meeting Maintenance**

Harold: No new updates. Discussion of how to handle complaints/problems in meetings. May be helpful to have a checklist for conveners to use when a problem arises and to designate a person to go to with problems prior to having to involve the Board.

Marybeth: Would be useful to create a template response to use when someone contacts the Board with a complaint; e.g. "your message is important to us but as a volunteer organization it may take us a couple of days to respond to your concern" etc.

### **New Meetings**

Byron: Phoenix House Treatment facility in Brooklyn having difficulty starting a meeting without using staff members, which they are reluctant to do. However, a LifeRing member who lives in Brooklyn has come forward to potentially fill this need.

On west coast, [Lagunahanda](#) Hospital is going to be offering a meeting open to the public. Byron had chance to meet with 3-4 conveners from Michigan at CCAR conference in FLA. Michigan is huge success story. Book sales at CCAR were extremely good and PayPal reader was a great tool.

### **Professional Outreach**

Mary Beth: Collecting information about potential recovery-related national and local events where LifeRing may want to establish a presence. Seeking input, including the cost and possibility of tabling and/or speaking at the event. Will eventually have a comprehensive list which the Board can then review and decide on priorities and budget.

### **Professional Advisory Board**

Jason: Putting together spreadsheet of potential contacts/candidates for Advisory Board. In process of creating email template to use as invitation for getting in touch with potential candidates.

### **LifeRing Oakland Office Move**

Robert: Phone and Internet service have been shut off; 800 number is going to Robert's cell phone now. FedEx location in Hayward is LifeRing's new mailing address and all mail is being forwarded there. A non-profit from Oakland is coming to pick up some of the furniture and equipment; the remainder will be removed by a trash removal company. Banners are in Byron's possession. Approximately thirty boxes of records remain, which Robert has taken home and is going through and shredding. Records of historical importance are being saved. Stationary needs to be changed and will be changed on website.

### **New Business**

Mary Beth O'Connor nominated for Board Secretary. Motion seconded and passed unanimously.

### **Executive Director**

Need to better define the role, along with associated responsibilities. Byron is willing to serve as interim Executive Director; the title will be useful in outreach work, but will serve only as interim ED while Robert continues day-to-days operations. The eventual Executive Director needs to be LifeRing's public face, with excellent communication skills and a vision for the future of LifeRing. Process is spelled out in By-laws. Suggest forming pop-up committee to better define the role, consider term limits.

### **Public Comments**

There were none.

### **Adjournment**

Motion was made to adjourn. It was seconded and carried unanimously.

*Submitted by Ewa Conroy  
LifeRing Deputy Board Secretary  
December 9, 2017*