

Minutes of the LifeRing Board of Directors Meeting: June 3, 2018

It was determined that a quorum of board members was present and the meeting was called to order by Board Chair Dan Carrigan. The other Board Members present were: Lorraine Hull, Mary Beth O'Connor and Craig Whalley. Board Members Jason Groce, Robert Mullaly, Harold Marques and George Gidora were not present. The Executive Director, Byron Kerr, was present and the General Manager, Robert Stump, was also present. LifeRing Annual Conference attendees were also present.

Public Comment

John B. suggested including an Estate Planning/Giving link on the Donation page, which can be a source of revenue.

Steve G. volunteered to work on social media as well as LifeRing's website. Robert emphasized the importance of the website as the first point of contact; we should update the web design with better convenor login options that would allow for two way communication with LifeRing.

John B. volunteered to evaluate 501(c)(3) contributions and the legality of various options. Mary Beth mentioned that our attorney may be able to assist as well.

Discussed that the Board needs to establish priorities, including recommendations from the Conference. Donal B. mentioned the importance of setting goals and quantifying progress. Discussed that Lisa was creating our annual report, which will be posted on the website and which includes regional information. Robert mentioned that Google Analytics provides robust website data and that traffic has increased. Jason Groce is working on analyzing the data, particularly Google ad words. Agreement that projects need to be better defined, with a charter, goals, and benchmarks that can be measured. Also discussed that we should better track member numbers, number of meetings, donor numbers, amount of donations, convenor numbers, books sold, and events attended/tabled.

Discussion about generating articles that can be shared and published locally as well as the option of looking into various Writers or Speakers Bureaus.

Committees will be formed in July or with the new Board in August. There is currently a bylaws change on the ballot that will allow the new board to be seated in July, which would apply next year, with the goal of avoiding a lost month in July. Last year, LifeRing defined nine areas of responsibility, with each member being assigned a specific focus. This will be re-evaluated. Robert suggests assigning the key areas to the board members who contribute the most. These areas would include 1) meetings (new and existing); 2) finance; and 3) communications/PR. Byron and Robert both mentioned the possibility of again having an Executive Board, which would consist of the board members responsible for these key areas. Also discussed that our finances need to be handled properly to retain our non-profit status, with Dave F. and Steve G. offering their expertise.

Theresa suggested better advertising for LifeRing, including updating our flyers and improving outreach to counselors; SAMHSA has a searchable database of counselors. Kathleen G. noted that LifeRing has used this database in the past and should consider doing so again. John B. mentioned that it's important to hand-address the envelopes because the odds of getting the letter read increase by doing so.

Bob Crosby mentioned that the Board could better advertise the efforts it makes and its accomplishments. He also suggested that Board members post part of their personal history on the

website, although some had concerns about doing this. Bob also mentioned that it is difficult for members to know who to contact for problems that arise. Craig pointed out that Regional Reps are supposed to be a primary contact in such cases and that the main Service Center email can always be used. John mentioned that the more resources the Board can provide, the better.

Consent Agenda

Motion made to postpone approval of the prior minutes. Motion seconded and unanimously approved.

Old Business: None

New Business:

Dave will work with Steve to develop a Project Manager methodology and job description for the Board to consider in July.

Congress

Bylaw proposal to shorten the election cycle is available on the website. Byron indicated votes don't arrive after the second week anyway and this would allow the new Board to be seated in July rather than August. Motion to ratify the Bylaw proposal made, seconded and carried unanimously to ratify this Bylaw proposal.

Nominations for the Board: four seats are open, those currently held by Dan, Jason, Rob, and Craig. Rob has a 2 year term left. The requirements for Board member eligibility are 21 years old, with 24 months of continuous sobriety. Nominees: Bill Crosby, Donal Breen and Dan Carrigan. Robert was discussed as a nominee but the Bylaws preclude Board members from being paid. Mary Beth will contact Cooley for a legal opinion as to whether this precludes the Executive Director from being on the Board. The nominees will submit statements to Robert to post on the website.

Byron, as Registrar, explained the election process: no one can vote today and voting is electronic. Convenors or those appointed by their meeting to vote are eligible. OPA handles the voting and will distribute the ballot by email to the delegates. The cost is \$10 and they have been used successfully in the past.

Mentioned that EventBrite charged \$.99 for tickets to the conference.

Electronic reports from meetings will be posted. Robert will tell the Board if Lisa raises issues with him.

Adjournment

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

Submitted by Ewa Conroy

LifeRing Deputy Board Secretary

August 13, 2018

