

Minutes of the LifeRing Board of Directors Meeting: February 9, 2020

It was determined that a quorum of board members was present and the meeting was called to order by Board Co-Chair Dan Carrigan at 8:00AM PDT. Co-Chair Lorraine Hull, was also present. The other Board Members present were: Donal Breen, Mary Beth O'Connor, Fergus Cantwell, Ewa Conroy, Scott Judkins and Steve Gonzales. Robert Stump, General Manager, was also present.

Public Comments

There were none. Kathleen Gargan, LifeRing member, was present to discuss grantwriting later in the meeting.

Announcement:

Fergus Cantwell offered his resignation from the LifeRing Board, citing conflicting responsibilities with work and LifeRing Ireland.

The Board thanks Fergus for his service on the Board and also for his ongoing service to LifeRing Ireland.

Consent Agenda

The December Consent Agenda was moved, seconded, and carried unanimously to accept the Consent Agenda as submitted, with minor corrections to the Minutes. The P&L was moved, seconded, and carried unanimously as submitted. The January Consent Agenda was moved, seconded, and carried unanimously to accept the Consent Agenda as submitted, with minor corrections to the Minutes.

Committees

Executive Committee

No new updates.

Meeting Support Committee - (Donal B., Dan C., Scott J.)

No new updates.

Finance Committee - (Robert, Mary Beth, Donal)

Literature Giveaway Policy reviewed:

Current policy is to offer a starter kit to all new convenors at retail cost of \$50; however, LifeRing ends up writing off approximately 40% at cost. Last year (2019) a total of \$820 was written off. Finance Committee recommends continuing this policy, although Robert will be making an additional effort to collect the money owed by convenors.

2020 Literature Giveaway Guidelines will be as follows:

Public - \$50

Professional - \$200

Prisoner: - up to \$50

Budget will allow for a total cap of \$1095.

Open Business

Marketing Committee - Steve, Scott, Lorraine, Dave

No new updates.

Communications Committee

Dan, Ewa, Robert, Monica

Committee has met a couple of days and worked on letter to post to Convenors and LifeRing members to inform them that the 2020 Annual Conference will be a Virtual Conference/Congress. It will be held online in order to accommodate more participation. Planning to work with convenors on putting together webinars/workshops that LifeRing can use to market to the public and/or educate on convening. Members can attend online via Zoom; meetings can accommodate up to 50 people. Will be utilizing a Power Point created by Donal in the past, for instance. The webinars will be relatively short with a question-and-answer period afterwards.

New Business

Board Elections Committee/Annual Congress

Scott will take on the formal role of Voter Registrar with the assistance of Robert and Ewa.

Plans for 2020 Annual Meeting

Will need to form a Pop-Up Committee to plan for Annual Conference/Congress which will be conduct the conference online via Zoom. The Elections Committee will take on this additional role.

Board Retreat

Scheduled for March 8, 2020 in order to discuss strategic planning. Executive Committee will meet to discuss and create agenda.

Digital Marketing Content to Post on Instagram and Other Social Media Sites:

Lorraine reports that LifeRing member, Garrett N. has put together a proposal for increasing digital marketing. Proposal has been shared with Dan, Scott, Robert and Steve. Intent is to increase presence on Instagram and Twitter, which are a different (younger) demographic than Facebook users. Garrett will need assistance of long-term LifeRing members to help create the content that will go up on these platforms, e.g. stories like those from Humanly Possible. This will be a low cost way to increase LifeRing's exposure. Steve asks if Garrett may be interested in taking on the role of administrator for these platforms. A meeting call will be scheduled in near future to discuss details.

Open Board Seat

The need for identifying potential new Board members is even more urgent now that Fergus has resigned. Scott has been talking to members of his FTF about the Board; there are a couple of individuals who may be willing to consider running for a seat. In addition, important to get people involved in volunteering for projects/pop-up committees

Miscellaneous

Ewa requests that the work initiated by Byron to get LifeRing listed on SAMHSA's website continue to have follow-up.

Grants

Lorraine and Kathleen G have spoken to someone who was a professional grantwriter with experience in the addiction treatment industry. She stated that grants can be obtained in order to get technical assistance for Board development. This would be very useful in order for the Board to develop into a governing body that creates growth for LifeRing while also learning how to be more efficient in growing the organization. She also shared common grant templates covering twelve different categories. Reportedly it is very difficult to get grants for any sort of marketing/advertising. She would need to research what types of grants LifeRing would be eligible for. The Colorado Chapter of Lifering will provide the funding to pay the grantwriter for her consulting services, for which she charges \$40/hour. Usual range for consultants is \$40-60. Kathleen and Lorraine will find someone else to interview re: other grant opportunities.

Kathleen mentions that Colorado is in the position to form their own 501c; further discussion to be taken offline.

Adjournment

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

Submitted by Ewa Conroy
LifeRing Board Secretary
March 20, 2020