

## **Minutes of the LifeRing Board of Directors Meeting: November 8, 2020**

### **Call to Order**

It was determined that a quorum of board members was present and the meeting was called to order by Board Co-Chair Lorraine Hull at 9:03am PDT. Other Board Members present were: Dan Carrigan (Board Co-Chair); Jamie Itterman; Mary Beth O'Connor; Jocelyn Harnois; Steve Gonzales. Not present: Donal Breen

Non-board members in attendance included: Robert Stump, Executive Director; Lisa Swing-Corney, Frontier Region Coordinator; Mike H., Bart B., Michele, and Melissa (all LifeRing members) were visiting and introduced themselves.

### **Public Comment**

No public comments.

### **Consent agenda**

The October Consent Agenda package, including the Minutes and Profit and Loss Reports were moved (Dan motioned to approve, Mary Beth seconded) and carried unanimously.

### **Committee Reports**

#### ***Executive Committee (Dan and Lorraine)***

Nothing new to report, aside from items that will be covered later in agenda.

#### ***Finance Committee (Donal and Mary Beth)***

Donal not present today, but Mary Beth stated nothing new to report that she is aware of.

#### ***Marketing Committee (Lorraine)***

A marketing-communications meeting was held with Sue Betts and a couple of new members to talk about upcoming fundraiser. It will be called a "Zoom-raiser", kicks off Dec 1 (Giving Tuesday). Incremental events will also be scheduled throughout December to help convenors promote the fundraiser throughout the month.

#### ***Communications Committee (vacant)***

Ewa has resigned from the BOD, so we need someone new to chair this committee.

#### ***Meetings Committee (Robert, Lisa, Jamie, and Jocelyn)***

It was reported by Robert and various board members that the majority of meetings in the U.S. and Canada continue to be held online.

Robert and Lisa mentioned that there are meetings that want to start up in North Carolina, Columbus, Ohio and in Lansing, Michigan. These meetings intend to begin as online or hybrid, with an ultimate goal to move to in-person as the pandemic eases.

Mary Beth suggested the idea of someone writing an article about LifeRing that could be included in local newspapers, especially as we start to move back toward in-person meetings to raise awareness and help boost attendance. She offered to share the notes she developed for her LifeRing presentation and/or help with editing if we decide to pursue the idea.

## **Old Business**

### ***Update on quarterly convenor training (Dan, Jamie)***

Agenda for November 15 convenor training session has been created. One hour of planned training broken into 15 minute segments. Topics are: Introductions/Diversity/Inclusivity; Using Opening and Closing Messages; Communication in LifeRing Meetings; Donations and Fundraising; then 30 minutes for discussion.

Observations were shared by visitors, as well as BOD members, that there are inconsistencies at meetings about whether opening and (especially) closing statements are used and perhaps this is something that could be discussed at training. It was agreed that at present, it is suggested rather than required for convenors to use these statements and sorting out how to encourage convenors to use them is part of a larger discussion.

Questions from visitors were also fielded about whether it is possible to train to be a substitute or alternate convenor for instances where coverage is needed or a group is so large it needs to split into small discussion groups. Lisa will follow up with Michele on how other groups have managed this and Robert noted there is a convenor kit available to new convenors. A question about use of breakout rooms was also answered and Lorraine noted that this topic has been discussed with convenors at their regular monthly meeting too.

Conversation ended with a discussion about where to promote training in advance of the event.

### ***Possible Financial Adjustments (Dan, Lorraine and Robert)***

We are projected to be down about \$5k in profits this year that will have to come out of savings. Lorraine noted winter fundraiser typically raises at least \$5k.

Lorraine shared that if we can raise \$5k-\$6k during our December fundraiser, we can end the year without a deficit. If we do not raise the needed amount, a conversation may be required in January about whether to pull from savings, cut expenses, etc. Mary Beth pointed out that recently (last year) we surveyed where expenses could be cut and there are not any major notable expenses to look at, since we have already taken the step to get rid of the physical office.

This led to discussion about difficulties in tracking online meeting donations, since currently we cannot necessarily tell the reason a person has made a donation. Steve suggested a quick form for donors to use when making a donation so they can indicate the reason. It was also discussed how to build up a donor list without violating donors' personal privacy by making sure they opt-in to having further

communication about LifeRing or fundraising campaigns sent to them. Melissa, one of our visitors, shared some of her professional expertise on this topic and Dan invited her to continue communicating with the board on this topic.

Visitors provided helpful feedback about inconsistencies with convenors of online meetings asking for donations, as well as not sharing the correct information about our Amazon Smile site. BOD members said this would be discussed at training.

***Discuss altering some of our language to encourage inclusivity (Lisa and Lorraine)***

Suggested language has been tweaked to be as broad as possible. Lorraine and Lisa still want to meet with the women's meeting convenors to discuss the importance of this and make sure everyone is comfortable before the language is attached to the descriptions of those meetings. BOD agreed that they are comfortable with the description shared today.

The topic of proposed website footer language was left up in the air last meeting. The expert Lisa has been consulting with is willing to help in the new year with an overhaul of some language on website to make it more inclusive.

Question was asked if the BOD was comfortable proceeding with adding the footer? Decision was deferred to next month, as there were suggestions for minor edits prior to posting the new language to the website.

***Website Update (Robert)***

This agenda item was not discussed.

***New Business***

***Open Board Seats (Everyone)***

Both Scott Judkins and Ewa Conroy have resigned from the BOD due to changes in personal and/or work commitments.

Dan noted that we need to find people to fill these seats as soon as possible. General requirements are 2 years continuous sobriety and having approximately 6 hours of time per month to dedicate to committee work and meetings.

This led to discussion around the fact that members can serve on committees, pop-ups, special events or projects even if they are not board members. Visitors had some questions about how to find out about committees – are they listed on the website? Could there be a committee calendar posted to the website so members know when meetings are happening and can check them out? General talk was had about how to better coordinate volunteers and it was agreed Melissa (one of our visitors) and Lisa would be interested in helping with this.

***Giving Tuesday Fundraiser starts December 1st (Lorraine)***

Also talked about under Marketing. We will be having a contest among meetings to see which one can raise most funds. Ideas were brainstormed about what rewards could be available to meetings depending on what fundraising targets they meet. The idea of a silent auction was also discussed.

Lorraine would love help on the planning committee if anyone is interested.

**Pop-Up Committees**

***Virtual Coffee Update (Lorraine, Lisa and Robert)***

Lorraine suggests offering this session regularly (every other month or once per quarter) as overall it was a success.

***New Pop-up Committee – Volunteer Pop-up Committee – Michele, Lisa, Melissa, Robert***

This committee was formed as a result of discussion above under “Open Board Seats”.

**Adjournment**

Motion was made to adjourn (Dan), seconded (Mary Beth) and carried unanimously.

Submitted by Jocelyn Harnois  
LifeRing Board Secretary  
November 24, 2020