

SEEKHEALING
Q2 BOARD OF DIRECTORS QUARTERLY MEETING
MINUTES

Saturday, April 23, 2022

Reference: SeekHealing Board of Directors Quarterly Meeting was held at Making Whole, at 745 Biltmore Ave, Asheville, NC 28803 and online on Saturday, April 23rd, 2022 from 2pm - 6:30pm ET.

In attendance: Jennifer Garrett, Lauren Tevelow, Joshua Ginsberg, Rachel Wurzman, Imani Ustawi, Joe Tavormina, Jeremy French, Joshua Franks, Donald McDonald, Jennifer Nicolaisen.

Unable to attend: Lauren Clark, Danny Wallace, Monica Crase, Shelly Morris.

The Board checks in, brings intentions, assigns meeting roles, and discusses the container and time tracking to bring awareness to discussion pieces as they relate to the agenda.

Jeremy French calls a motion to approve the Q1 Minutes, seconded by Joshua Ginsberg. No discussion. All present Board Directors vote in favor. No opposed. Minutes are approved. Lauren Clark, as secretary, is responsible for adding minutes to the website.

The Board moves to hear from Jennifer and Joshua for their Q2 2022 Executive Director and Treasurer reports.

- Executive Director
 - Process for gathering and distilling data and information has been streamlined.
 - 2022 Vision:
 - Strategic Goals:
 - To make connection universally accessible and reduce loneliness/DOD rates
 - To be an indispensable partner to mental health treatment centers
 - To be a national voice for social health
 - To accelerate growth of place-based communities
 - Directional Priorities:
 - Development fractal is humming and secure: stabilize revenue
 - Personnel upgrades in HQ
 - Complete Playbook for community development
 - Develop new connected communities (Big Macs only)
 - 2022 goals:

- 2022 Prime Directive: Stabilize Development fractal + Training Ops (new - used to live inside of Development and is now a separate bloom to bring in revenue)
- 2022 Secondary Directive: Stabilize Asheville, Haywood & online
- 2022 Tertiary Directive: Slow Connected Communities Movement
- Review of Fractal Blooms
 - Superstructure: empowering others; Jennifer is looking for metric guidance from the Board, specifically the Executive Committee. 68% budget utilization.
 - Development: organizing volunteer engagement and designing and implementing work processes around grants, donor relations, and social media. 48% budget utilization.
 - Listening Line metrics are raised by the Board. With a technology update to assist in increasing call answers, Board support through the Healing Ops Task Group is requested.
 - Development Task Group has mobilized to support Development Fractal. Working on setting goals and meeting weekly.
 - Training Ops: separated due to fee-for-service program delivery specifically around Clinical Listening Training; engagement with Jason Digges to learn how to sell and change the narrative of volunteerism. 72% budget utilization.
 - The Board discussed the loan proposal that was brought to the Board then rescinded through email communication as an unspoken item. Based on the contract with Jason, the loan was no longer needed for Board approval.
 - Business Ops: Transitioning Joshua Ginsberg out of Business Operations with Melisa Gonzalez taking over AR/AP work processes. Jennifer is looking for metric guidance from the Board. 58% budget utilization.
 - All staff and contractors are currently paid on time.
 - Technology: Joshua Ginsberg has implemented new processes, including tablet sign-ins at events; updated website has been launched. 58% budget utilization.
 - Healing Ops: Community empowerment 70-90% across Asheville, Haywood and Online; LT1 in San Francisco, CA and Boone, NC; youth community has slowed with Georgia's departure; facilitator and CEL trainings deployed as well as JEDI consultants engaged and event hosted. 72% budget utilization.
 - Board discussed organizational responsibility to staff, contractors, and volunteers regarding exposure to potential trauma due to abstinence-based mindset in the legal and judicial systems.

Suggestion to engage with NC Drug Users Union as a resource for Healing Ops Task Force.

- Treasurer Report
 - Cash position is risk: 68% budget utilization.
 - Most recent grant was awarded in August 2021 or eight month prior.
 - Individual and corporate giving increased 70% year over year.
 - Expenses have increased due to program growth, marketing, training and team development.
 - The Board discusses possible disconnect between high-level information and ground-level execution. There are questions around the experience of Seekers and what is stopping SeekHealing from taking off in ways we would expect.
 - The Board discusses the Board's role in accountability and the measurement of outcomes and quality assurance as well as the function of the Board. There is agreement on the need for committees in order to dive deeper into the organization to ring the bell at the ground level.
 - Q2 has a positive outlook.
 - Training revenue is coming in: \$20k expected from LT2 students.
 - Grants are expected from Evergreen (\$32k) and Dogwood (\$130k).
 - Development calendar includes grants and gala, CP marathon, and donor appreciation events.
 - Potential partnership with Stand Together Foundation.
 - The Board renegotiates the time container of this meeting and extends for an additional hour.
 - Risk in expense growth over revenue growth.
 - Staff expenses are much higher than revenue.
 - Individual and corporate giving cover program and overhead expenses at this time.
 - Need to watch: overhead growth, staffing growth, rate of training income, impact of development strategy on donations, and grant wins.
 - Board discusses the need for more people to take more ownership over pieces of the organization.

Jeremy French makes a motion to accept the financial report. The motion is seconded by Lauren Tevelow. All Board Directors are in favor with the exception of Joshua Ginsberg abstaining from the vote. Board approves financial report.

Donald McDonald presents Development Task Force update:

- The gala is scheduled for May, and the Board is asked to buy tickets, donate silent auction items, and invite people with big checkbooks.
- The Task Force has discussed the role a possible committee could play, including engaging the Advisory Council and utilizing the Board to bring in more money as well as budget planning and oversight moving forward.
- The Task Force has compiled a list of treatment centers with high spending that may be in the market for Seek training products and uncovered NCHHS block grant funds due to the COVID-19 pandemic.
- The Task Force asks how to best engage the Board for assistance in development. The Board responds by asking the Task Force to block calendar time, provide clear instructions for what the Board is asked to do (invitations, scripts, etc.), and ensure Board Directors are informed via the mailing list.
 - The Board recommends new Board Directors are added to the mailing list as part of the onboarding process.
- For the next Task Force meeting, Joey Moore will be in attendance for gala updates.

Joshua Ginsberg makes a motion to create a standing Development Committee. Lauren Tevelow seconds the motion. All present vote unanimously to approve the motion. Chair of Committee is still to be decided in the next Board meeting. The Board approves a standing Development Committee.

Lauren Tevelow makes a motion to accept the Development Committee report. Joshua Ginsberg seconds the motion. All present vote unanimously to approve the motion. The Board approves the Development Committee report.

The Board moves to hear from the Bylaw Committee regarding the amendment on officer terms:
6.02 Term of Office

Each officer shall serve a term of two years or until their successors are elected. Unless unanimously elected by the board at the end of an officer's two-year term, or, to fill a vacancy of an officer position, each board officer's term of office shall begin upon the adjournment of the board meeting at which elected and shall end upon the adjournment of the board meeting which a successor is elected.

Jeremy French makes a motion to approve the Bylaw amendment. Donald McDonald seconds the motion. The Board discusses that this does indicate unlimited terms and the overlap of Board Director terms and Officer terms. The Secretary will need to submit the updated Bylaws to the state of Virginia. All present vote unanimously to approve the Bylaw amendment. No opposed. The Board approves the Bylaw amendment. The Bylaw Committee will remain.

The Board discusses the tension of time allocation for the Executive Director. The Board agrees that the Executive Director is balancing societal risks and problems alongside the solution this organization and its people bring. The Board recommends delegation and bringing Jennifer's vision into people, plant the seeds, and trust them to grow.

Jeremy French makes a motion to adjourn the meeting. Donald McDonald seconds the motion. All present are in favor. The meeting is adjourned.

Lauren Tevelow
Vice President