

SEEKHEALING
BOARD of DIRECTORS' Q3 MEETING
MINUTES

Saturday, July 23rd, 2022

Reference: Meeting of the SeekHealing Board of Directors was held at SeekHealing, at 50 S French Broad Ave #300, Asheville, NC 28801 on Saturday, July 23rd, 2022 at 12pm.

Board Members in Attendance: Jen Garrett, Lauren Tevelow (remotely), Lauren Clark, Josh Ginsberg, Joe Tavormina, and Josh Franks (remotely)

Additional Attendees: Jennifer Nicolaisen

Introduction/ Check Ins/Agenda Review:

Lauren T. begins the meeting by reads the board members we lost: Shelly, Imani, Jeremy, Danny Wallace, Monica Crase, and Rachel Wursman. The Board takes a minute to reflect what they brought to the Board.

Jennifer acknowledges the clear ask that Lauren T. sent to the Board around SeekHealing's new financial circumstances. This is an opportunity to focus and reflect, given the initial formation of this Board was built on personal invitations.

Jen G mentions we'll come back with feedback from Exit interviews.

There is approval for the April 2022 Minutes.

Lauren T. beings sharing the Q3Board of Directors Meeting presentation

Jennifer asks to approve using some unrestricted funding for the Online Community Engagement Lead. Lauren T. responds that we are not grounded in financial standing so we may not be able to make that decision.

Jennifer mentions that Anastasia can put all previous Board Minutes on the SeekHealing website.

Josh G. walks through the Treasurer Report

- ***Financial Report Tables***
- ***Supplementary Charts and Graphs***
- ***Donor Data Rollups***

Josh G. wtalks through the money that came in and went out during the course of Q2. The Transition Plan was put in place in May.

We brought in \$15K+ in LT2 and overall, the reduction in our staffing made our staffing expenses less than the previous quarter.

The cash balance \$52K at the end of June. We're owed \$6K and owe \$2,300. There have also been two additional grants that have come in. Josh G. talks through the \$17K of our non-directed revenue. Josh G. breaks down expenses by major areas and month so that we can see major trends in expenses. 'Staff' and 'Overhead' has been the majority of our expenses (with the exception of Q2).

There's been dropoff from May to June, heading from \$18K/month in payroll to only \$7k/month in payroll. Asheville program only now spends \$750 a month (previously \$2K). Jennifer notes she is concerned about Asheville and online program.

Josh G. walks through gifts, corporate giving, training, major gifts, and grants. In the announcement of our financial woes, we saw a boom in financial gifts, mostly from Board Members, along with having two fruitful fundraisers.

We were running hot in May, but we have come out of that, especially on the backs of those fundraisers and training ops. We've covered our unfunded costs based on the gifts that came in and our training revenue.

Lauren T. asks about the predictability of LT2 revenue. Jennifer requests to do financial modeling. In-house LT pros are smaller but could be more frequent (\$500-\$700 a pop). In general, our regular income is increasing. Josh G. walks through LT1 sales, broken out by month and community. LT1 is net negative and increasing LT1 frequency will not be a way to directly bring in income. Lauren T. brings up the idea of corporations sponsoring LT1 for the community.

Recurring gifts are generally growing. We've had a quiet number of corporate gifts. We are on Amazon Smile. People run Facebook campaigns for us. Monica's church writes us a check. Josh G.'s company gave a gift this year. One-time gifts are minimal to what we're achieving. Jennifer notes how unbelievably helpful these charts are.

Jennifer set up online campaigns for each of the communities. As SeekHealing rolls out tablets, we'll be collecting donations at the door. Last month, the tablets were brought to one event which garnered \$90.

Jennifer wants to know if a percentage of the \$17K in non-directed funds can go to that community and is curious how we use those funds, including overhead. How is all income earmarked according to our strategy?

Lauren T. makes a motion to accept the Treasure's Report. Lauren C. seconds. There is no discussion and the Treasure's Report is approved.

The Board takes a 5-minute break.

Lauren T. walks through Board Responsibilities and Board Development.

Lauren T. talks about Tony as a volunteer to help us to utilize his financial expertise.

Josh G. notes that we are registered in VA. We have a registered agent, who we pay. They scan and email any legal correspondence that they get. There's a renew fee we pay VA to be a corporation. We should revisit our articles of incorporation at some point. We have no practical reason to move our corporation to NC. As Melisa comes on full-time, she can send letters, or be of assistance.

Jen G. speaks to the HR piece of this and the desire for help, outside of the Board. Next steps are for the Executive Committee to assign who will be responsible for this.

Lauren T. talks through Operating Practice Changes. With such a small Board, the Executive Committee now has a majority and the ability to make business decisions without the other Board Members. Josh G. states that the bylaws require that a window of time for notice and awareness before an emergency meeting of the Board. Josh Franks believes that nimble decision making is critical to an organization like this and doesn't object to the Executive Committee making decisions.

Josh G. moves that the full Board delegates decision making powers under our bylaws for use in emergency situations or extraordinary times to the Executive Committee, where waiting for a full meeting of the board would be detrimental. At those times, when the Executive Committee uses that power, they will notify the full board within 24 hours and the decision will be reviewed by the board at the next regularly scheduled board meeting.

There is no discussion.

All in favor – Josh G. makes a motion to accept. Lauren C. seconds. The motion is approved.

Lauren T. talks through communication updates and promises to send bi-weekly updates on the state of the business.

Lauren T. notes that the Bylaw Committee is still active and functioning.
Josh G. points out that we still need a treasurer.

Josh G. nominates himself to Chair the Budget & Finance committee, joined by Stuart, Tony, and Lauren T. It is noted that employees of SeekHealing cannot be on the committee or vote.

Jennifer gives a topline of the organization since the last Board Meeting.

- Haywood county is thriving in a financially stable way.
- Boone is changing their name to SeekHealing High-country. There's a groundswell.
- San Francisco is going well.

- In Asheville, Jennifer has concern. Some connection practice meetings are still happening but she's worried about the ListeningLine. We're moving away from 'volunteering' to 'community organizing'. She's struggling with what to do in the interim.
- The online community is still going, but is at risk without any funding.
- The online community is most worrying as that's how the organization brings in donors.
- The strategy Jen's moving forward with has the need for a co-director and is looking at Stuart. He's brought in over \$10k in major gifts.
- Jen wants to put together a retrospective over the last 4 years. The Dogwood money should come in the next month or two.

Lauren T. has concerns about Alison coming on as a CEL. Alison would concentrate on online only – for \$2k, developing the pitch deck in fundraising materials.

Josh G. raises concerns of the Asheville program being without a keeper.

Lauren C. raises the possibility of using resources currently focused on building San Francisco to focus inward on the Asheville and online community.

The Board walks through the ED Report at a high level and adjourns at 3:20pm.