

Mid-Atlantic Pathwork Board of Trustees

Minutes

Monday, September 26, 2016, 3:30 - 6:00 pm

Attending: Tom Hubbard, Kent Peterson, Darleen Rollins, Lisa Walker, Paul Klinger, Steve Cooper.

Absent: Brad Smith.

1) Future meeting dates (and recorders)

- a) October 31, 3:30-6:00 (Brad)
- b) November 28, 3:30-6:00 (Darlene)
- c) January 9, 3:30-6:00 (Kent)
- d) February 27, 3:30-6:00 (Lisa)

2) Reports

a) Center Operations —

i) Report on Center Operations –

1) Website and Social media. Paul reported a Junebug Weddings' feature on weddings at Sevenoaks was getting attention on Pinterest, Instagram and that Google Analytics shows that in the first 100 days of the new website, Sevenoaks is getting visibility, including 7887 page views and 775 requests for directions. The work with Liam Quirk on Google search optimization has helped.

2) Digital recess retreat – 5 people have signed up, 10 interested.

3) Staff has given 6 tours, one with a wedding planner and they bid on 2 weddings but lost both of them. Price was not the issue but fit. Kent asked Paul to follow through in getting the information on his friend who is a wedding planner.

4) 10 events have been booked since the last meeting, at \$122,000: 2 events in FY 2017 (\$7700+), 5 in FY 2018 (\$52,000+) and 3 in FY 2018 (\$63,000).

5) Maintenance – Staff is updating the fire extinguishers, about to begin work on the deck. The 3rd well is complete.

6) Grounds staff will soon start on fall pruning, and they are preparing for stinkbug season, looking for new ways to control this pest.

7) Kitchen team is coming up with new recipes.

8) Housekeeping is continuing fast turnover and are upgrading items that are shabby.

Steve Cooper noted that the SCORE newsletter is doing a feature on Sevenoaks and Steve's work there.

ii) Report on sales-marketing action plan execution

Paul reported that the Coop program has been eliminated and new contracts include charges for meeting space. Website search engine optimization has been very effective. Social media strategy needs examination to be more effective. He has completed renegotiation with major groups. Expanding Weddings as a market has not been effective. 2 weddings in next year is goal. Steve Cooper asked if

setting weddings as a loss leader could make outreach more successful. Paul does not think it is a matter of price. Kent Peterson raised goal of getting new large groups in such as AARP, Road Scholar and the military. Paul said he had not been successful in getting returned phone calls. Lisa Walker asked if there had been follow up from military contacts and Paul said no. Darlene asked about outreach to business groups for luncheon and 3 hour session in forest therapy to add to groups' creativity.

iii) Land & Building issues

Well is completed, work will soon start on deck and there will be fall pruning. Pat O'hanlon has asked to add a barnlike shed near his trailer in the parking lot to be used for his storage and also for Sevenoaks equipment. He will purchase the shed but Sevenoaks would retain ownership should he leave. This issue was referred to the Land and Building committee for decision; Paul said he did not believe there was any issue with the Virginia land trust as they have a close working relationship based the well work. Unless people are inhabiting the building or there is running water in the building or taking down trees, there should be no problem.

b) Fund Raising and Membership

Lisa reported that it was time to start the Fall campaign and she would develop a schedule. She is working with Mary Ellis on consolidating our mailing lists and databases.

Membership appears to be on track with new students.

c) Finance Committee

1) Financial Team. Kent Peterson reported that after a very difficult year Sevenoaks now has a very strong financial team in place, including Mary Ellis doing a very good job as bookkeeper working only working 20 hours a week; W.O. Mills working as comptroller and accountant; Steve Cooper doing monthly tracking and Brad Smith, Tom Hubbard, Kent Peterson and Paul Klinger on the Committee. Lisa Walker will join the Committee with her work on fundraising and on the Sustainability plan.

2) IRS. IRS once again is saying Sevenoaks filed the 2014 tax return late and that Sevenoaks owes a \$4100 penalty; Kent is certain it was filed on time in 2014 and is looking for the return receipt.

3) Loans. Committee is exploring ways to borrow additional money if needed.

4) Modified Cash Basis to Modified Accrual Basis of Accounting. The Board unanimously adopted a resolution to change its system of accounting from modified cash basis to modified accrual basis of accounting, effective June 30, 2016. The details of this will be worked out by the Finance Committee but it will make accounting simpler and more straight-forward. This will particularly affect work that was done in one year but not paid until the next such as teacher payments and payroll.

5) Charges for Pathwork programs. The Board unanimously adopted the following resolution: The Board of Trustees supports favorable pricing for Pathwork events. The

Finance committee will develop a workable template, with staff and Pathwork Council input. Moved by Tom Hubbard and Seconded by Darlene Rollins and passed unanimously.

6) Monthly Tracking.

- Rentals – those that renew earliest for the next year seem to have the lowest per night rate (and also are renters who have been with us the longest, therefore the lower rates)
- End of year income projection: loss projected is \$36,500 less than in July.
- Health insurance rates: up by 26%
- Rental projection very close: only 5% below the budget goal with 10 months to go.
- Expect for next month: Pathwork School income off because of smaller size of first year class.
- Right now, Sevenoaks projects a \$103.60 average per night rate at the end of FY 2017 as opposed to \$97.07 in FY 2016.
- The FY 2017 budget projected a 25.8% occupancy rate for this year and right now are figures are showing a 25.8% rate with a projected overall occupancy rate of 29.4%.

d) Pathwork Council

Darlene Rollins reported that there were unexpected changes at the last minute with the first year Pathwork class, so the class is starting with six students. The Pathwork Council is talking to Helpers and will keep the class open until December. Overall, Helpers and faculty they've made substantial progress in opening runways to Pathwork classes.

3) **ElderSpirit Initiative:** — Kent Peterson reported that the leadership group working on the Co-housing initiative held its first conference call on September 19, with eight of the 16 people interested participating. Ann Rebera agreed to take over leadership of the group with Vicki O'Neal as co-leader. Participants offered skills they could contribution, the group discussed options for the community to be elders or intergenerational, whether to look at land in the triangle that would not be affected by the easement requirements or land near the Thesengas property that would. The group will meet to walk the land in the near future.

4) **Appointment of a new Board member** — Board passed a resolution in Executive Session to invite Laurie Harris to join the BOT to fill one of the Board openings, in accordance with the bylaws, and to join the BOT at the October 2016 meeting.

5) Executive Session (Trustees meet without staff)

Trustees discussed priorities for staff work (First priority – obtaining large new rental groups; thematic development, including forest therapy, while very desirable, need to remain

secondary.) Trustees asked Steve Cooper to create a metric to examine proportion of new group rentals.

Meeting adjourned at 5:58.

Respectfully submitted by Lisa Walker.