

## Mid-Atlantic Pathwork Board of Trustees

Monday, February 27, 2017, 3:30 - 6:00 pm

Attending: Tom Hubbard, Laurie Harris, Kent Peterson, Darlene Rollins, Lisa Walker,  
Steve Cooper, Paul Klinger. Absent: Brad Smith

### 1) Attunement, invocation, check-ins.

### 2) Future meeting dates (and recorders)

- a) March 27, 3:30-6:00 (Laurie)
- b) May 1, 3:30-6:00 (Kent)
- c) July 17<sup>th</sup>, 3:30-6:00 (Brad) **Revised, Tom checking with Brad.**
- d) August 28, 3:30-6:00 (Lisa) May be a conflict for Lisa.

### 3) Reports

1. **Center Operations** — Year End Contributions letters have been sent for tax purposes and process is in place for the future. A new Café Press online store has been set up with water bottles, cups, shirts, etc. Director is working on a process to automate marketing with Google, Facebook and other social media. All staff have completed CPR Training. Strategic planning meetings have been held in each department and staff is looking at how to move forward without being overwhelmed. New website maintenance contractor has faster turn around time. Director is working to improve SEO and event marketing by working with partners, marketing their events and asking them to note their events are at Sevenoaks.(Psychoenergetics, IMCW, Alexander Technique).

**Rentals** - Sevenoaks had a very good January in Rental Sales, an unheard of \$48,470 as a result of a new group of 80 people who have booked again next year. Rentals also added 10 new events, including \$600 for this year and almost \$100,000 for next year.

**Maintenance** – staff has had a balancing act figuring out heating or cooling with the erratic weather; they closed in storage shed to remove an eyesore; looking at efficiencies for the future, including a natural reduction in hours. Staff will follow up on an energy efficiency review.

**Grounds** – staff has been looking into pond revitalization and have cleared an area around the pond and pruned tree and bushes.

**Kitchen** – staff has conducted strategic planning meetings, are training two sous chefs and are looking into expanding the bookstore online and mail order. Looking at closing off the back area of the kitchen to make more room for prep and investigating strategies to make longer hours easier.

**Housekeeping** – Staff continues amazingly quick turnover, hired a part-time housekeeper and continuing to replace mattress covers. Will look at shower vent in CB.

**Revenue Tracking FY 2017** – staff is projecting rental revenue at \$500,565.

**Sales & Marketing Initiatives** - The elimination of co-op rate, increase in overall rates and inclusion of space rental charges have brought higher revenue. Redesign of website and growth in social media is increasing visibility. Recipe cards successful. Café Press and advertising in wedding publications may increase visibility and branding, e.g.  
<http://weddings.ninephotography.com/seven-oaks>

## 2. Land & Building –

**a) Pond Restoration** - staff is exploring costs of revitalizing the pond. They completed Phase I with staff clearing out growth – costs were only labor costs. Phase II – includes landscaping, recreating the beach and making a picnic area. Cost here would be \$2-3,000. The benefit – a more attractive area for ceremonies.

Phase III would include cleaning and purifying the water for swimming and removing the silt. Staff estimates that at \$12-15,000 although it might be more. It could be a fundraising project.

Comments by the Board: There are other areas where that amount of money might be better spent as we don't know what the return would be on this. Board approved going ahead on phase II. In this conversation, other priorities were discussed – need for an additional large meeting space, need for more housing, improved river access, improved logistics and welcoming of Center Building. Another area questioned was doing something with the covered equipment shelter above the medicine wheel. This storage space is needed for equipment, other materials.

**b) Multi-language signage** – Susan Thesenga requested that the BOT consider adding other languages to the welcome signs at the entrance to Sevenoaks. After discussion, the Board agreed that staff will check with group leaders to determine appropriate languages for their group and staff will post at the entrance to Center Building.

**c) Discussion of Solstice/Equinox events.** Susan Thesenga proposed leading a series of Solstice/Equinox events – the Board is supportive of these rental events and asks that Paul and staff do whatever they can to make it successful, while protecting existing rental contract needs. Funds will be split 50/50 between leaders and Sevenoaks once expenses have been met.

**3. Fund Raising and Membership** — Currently there are 81 members, just 4 short of last year at 85; several small contributions for the Fall campaign were received in January, expecting a remaining larger contribution still. Steve noted that Contributions are projected to be under budget by \$11000.

Follow-up discussion about new forms of membership: Darlene, Lisa and Paul met to discuss the Solstice/Equinox events and a new membership called Friends of Sevenoaks, aimed at increasing outreach and involvement of people in the local environs of Sevenoaks & Charlottesville. The membership would cover expenses of attending the Solstice/Equinox event and provide participants access to the land at Sevenoaks when ok'd by staff and not interfering with other events at the property. Initial suggestion was \$30 an event or \$110-120 for the year. FOS members could attend Community weekends as members. Other suggestions were for larger amounts that would bring other benefits. Committee will review previous tiered memberships to determine benefits prior to membership campaign.

## 4) Finance Committee —

- Transition from modified cash basis to modified accrual – WO and Steve are working together ahead of the Finance committee meeting so Finance can focus more on policy, budget and strategic issues. Approximately \$26K cash expenses in 2017 were accrued to FY

2016, making the Year-to-Date results look positive. Approximately the same amount should accrue from July 2017 back into FY2017, neutralizing this effect. WO will provide a more precise estimate of June 2017 figures to allow Steve to make better estimates.

- Health Insurance - Committee endorsed Personnel Committee recommendation to adjust Paul's health insurance allotment to current health insurance premiums. Paul currently purchases a family policy privately. Paul will head a subcommittee to explore future health insurance options for the five staff currently covered. This will include exploration of Health Benefit Spending Account. WO, Lisa and Kent will work with Paul and bring recommendations for FY2018 budget.
- IRS Returns and Reports - Form 990 for FY2016 was filed on time with IRS by firm that submits returns electronically and gets electronic signature stamp of receipt by IRS. Detailed explanation of allegedly late submission for FY 2015 return has been prepared by WO and is being reviewed; will submit within the week. Anticipate full refund of penalty.
- Maintenance & Grounds Projects - CB deck complete; new MG water heater and work on MG roof this FY (in budget).
- FY2018 Budget Process - Steve will begin budgeting for FY2018 making projections based on FY2017 budget with input from critical sources (Paul, PW school, contributions, etc.). We will need to take into account any changes needed for accrual accounting for budget figures.
- Discussion about moving accounts from Bank of America – Susan Thesenga asked the Board to consider moving its accounts from the Bank of America. The Board discussed, noted there might be limited services and security with local banks and agreed to investigate further.
- In addition to the items above, Steve Cooper noted the following: that end of year rental receipts look to be close to or exceeding the projected budget by \$5,000; contributions income appears to be \$11,000 below budget; he has added a line to the cash flow projection to take into account accounts payable; he continues to track the \$4501 charged by the IRS which the Finance Committee expects to get back. Finally, he continues to track new v. old rental groups as requested by the Board; so far, the proportion of new rentals for next fiscal year (20%) is behind this year (33%).

**5. Pathwork Council** — The Council is looking into creating an anthology of writing by senior Helpers. They have begun the strategic planning process, looking at what may be blocking them from reaching goals of growing the Pathwork. Recent Community weekend had 45 registered, including teachers and senior pathworkers, old and new members, some who came back after many years. They may conduct a follow-up survey. Next community weekend is July 29-30. The Council also is looking to start a new non-residential program in the fall and may need to reconfigure similar to 4x4 program due to constraints on time.

## **6) Strategic planning**

- a) Status updates on planning activities. The strategic planning event on the Community weekend was high energy and collected good information even though only five people attended.
- b) Tom has completed a rough draft of a plan, based on discussions with founders, long-time members and other input, available for review by Board members. Pathwork Council has also included a plan.

**7) Membership**

See discussion above.

**8) Executive Session** (Trustees meet without staff) Board discussed status of accounts at Bank of America and raised questions of practical benefits of local v. national banks and will explore further.

**9 )Adjourn – 6:10 pm**