

Mid Atlantic Pathwork
Board of Trustees
Minutes of May 1, 2017 Meeting

Meeting convened at 3:30 PM, EDT. Tom, Kent, Darlene, Lisa, Paul, Steve, Brad present. Check-ins from all.

Meeting dates per Agenda reviewed, some assignments adjusted, adopted by consensus as adjusted.

Center Manager Report, Paul:

- Trip Advisor review very positive. Got on Trip Advisor on 3rd try, as “specialty lodging”.
- Strategic Planning is “real kick for staff”. They are enjoying thinking and providing input. They are especially enthused by capital spending options, including laundry, center building, additional sleeping arrangements, and an adult playground.
- Paul is looking to do more events, such as trade shows and so forth, this year.
- Working on budget.
- He is looking into participating in vacation rental by owners web site, and similar unusual ways to gain facility usage during off periods.
- Possibility of significant rental in connection with 200th anniversary of the release of “The Four Agreements” book by Don Miguel Ruiz. It is also his 65th birthday. August date is contracted, expecting 70 people. Details to be worked out with event promotion company, which has selected Sevenoaks as the exclusive venue for this event.
- Sales for April included 2 underperforming events. For May, 3 events with expected revenue of \$15,000 have cancelled. On the other hand, during April, booked 2 events for f/y 2018 with total revenue of \$32,000. Recently, we received bookings for 20 beds through AirBnB.
- Revenue expected for f/y 2017 is still positive for the year, although could swing \$20,000 +/- through year end. At present, Paul expects \$498,000 revenue through year end, compared to a budget of \$501,000.
- Projects recently completed include an on demand water heater for Morning Glory; the gas fireplace for Oak House; and CB Down hallway improvements. Working on lighting upgrade which involves replacing existing lights with LED’s which provide 2x the brightness of existing fixtures.
- Projects in process are preliminary improvements to the pond area and redesign ideas for Center Building.
- Kitchen activities focused on hiring of a new person with significant menu and food preparation experience. Have hired a qualified candidate, “Chris” Gocus (sp??), on a part time basis, beginning in February. Chris currently works at a local winery, and will also continue that employment. She will be working with Connie to develop new menu items and to respond to special dietary needs. She (and Connie?) are also working with Jason to better utilize the kitchen’s back area.
- Housekeeping is performing at an outstanding level under new supervisor, Shannon Dalton, the wife of Jayson.

Membership Report, Lisa

- Lisa recommends renewal letter and invoice be sent to current members ASAP. Draft is ready for review and distribution.
- She also recommends a second letter to nonmembers via Mail Chimp.

-Membership level of Leadership Circle was discussed. Lisa offered the possibility of a \$375 existing level, and an increase in the membership benefits, as compared with the present \$300 Leadership Circle membership.

-A new "Friend of Sevenoaks" introductory membership was discussed in the context of requiring some sort of membership for attendees at Solstice events. Darlene strongly recommended a \$30 fee for single Solstice events applicable to attendees who are not members of one sort or another. No action was taken at this time on either recommendation.

-Kent suggested we consider a Friends letter, and perhaps a \$50 membership which would entitle a Friend to attend all Equinox and Solstice events. Decision on this was deferred.

Finance Committee, Kent

-In light of continuing cancellations, Paul has agreed to review our cancellation policy for down payments and down payment forfeiture upon cancellation.

-Steve reviewed the Budget Analysis and related spread sheets, focusing on forecast results at fiscal y/e. He pointed out that major variables which will influence our year end results include the Spring Campaign contributions and the receipt of the IRS repayment of the penalty they withdrew from our bank account. He also reviewed projected cash flow and projected rental income for f/y 2018.

-The budgeting process was discussed, with focus on whether Paul is comfortable with the budget process as done by Steve. Paul stated he is OK with the budget as his budget, although is still needs a lot of work in his view.

-Steve then highlighted budget items he believes the BOT should be aware of.

-Subject to final revisions, Kent then moved approval of the budget as presented. Brad seconded. Budget, subject to required final adjustments and revisions, was approved by unanimous vote.

-Kent then announced that Steve has decided it is time for him to step down after many years' service to Sevenoaks. Steve emphasized he wanted to be sure the analyses he had developed were carried on. He is set up to train WO on the budget analysis and expects it will be completed in the near future.

-Tom volunteered to develop a motion of appreciation of Steve with appropriate wording. Kent moved such a motion and authorized tome to draft it. Brad seconded. The motion was carried unanimously.

Pathwork Council, Darlene

-Minutes of recent Council meetings to come.

-Council is discussing the upcoming Member Weekend.

Strategic Plan, Tom

Updates as of 5/1 include Sections 15 and 16 which were discussed. Tom pointed out the 8 key objectives now set out for Sevenoaks and MAP.

The BOT then moved to its regular Executive Session and the meeting adjourned at about 6:00 EDT.