

Mid-Atlantic Pathwork Board of Trustees

Minutes: Wednesday, November 29, 2018, 3:30 - 5:00 pm

Present: Tom Hubbard, Kent Peterson, Claire Kelly, Rixie Dennison, Kimberly Middleton, John Blum, Brad Smith, Paul Klinger

1) Future meeting dates - all dates acceptable to group. Next meetings are:

- Wednesday, January 30, 2019, 3:30 – 5:30 [Kent]
- Wednesday, February 27, 3:30 – 5:30 [Brad]
- Wednesday, March 27, 3:30 – 5:30 [Claire]
- Wednesday, April 24, 3:30 – 5:30 [Rixie]

2) Reports

a) Center Operations — Paul

- Received very positive feedback on Google from a retreat participant, Amy Goodrich.
- Working on building up processes for managing website inquiries, newsletter sign-ups, and fundraising contacts. Putting into new databases/spreadsheets, and using Mail Chimp and Boomerang.
- Fall fundraising campaign letters are at the printers and should go out next week. Two separate mailings are being used – one for the Pathwork community and one for the general rental community. Brad and Kimberly have been helping. Letters, emails, and the website will be used to get the letters out.
- Seven Oaks appeared on Facebook on Monday, Tuesday and Wednesday, for “Giving Tuesday.” 8 new donors contributed \$300+. Of the 8, 2 were Pathworkers and 6 were new donors. We got 100’s of shares and lots of “thumbs up,” but not many donations.
(Discussion)
- Tom – “Are you making sure that people know they need to use Amazon Smile and not the regular Amazon site?” Paul responded that they haven’t extensively promoted it to make it clear, and that he would address it.
- Claire – She said she’d donated, but the dollars aren’t showing up on the report she received from Amazon. There could be several reasons for that -- payments are issued in February, May, August and September, so maybe you didn't get any yet and/or they don't have a valid bank account number for us.
- John – Can you designate more than one entity on Amazon Smile? Response – No.
- Center Rental Sales (Gretchen Comer & Paul Klinger) – 8 new events booked for a total of \$68,975: 1 in FY 2019 for \$11,000; 7 in FY 2020 for \$57, 975.
- There are now 4 open weekends, because Sacred Dimensions moved from Memorial Day weekend to the same weekend as the TP classes. The open weekends are one each in February and March, and 2 in May.

- November was better than expected.

(Discussion)

- Rixie – May is a fickle month – she has had \$20K and 60K in the past, but it depends on Memorial Day. Had a great May last year, but the year before had cancellations.
 - Kent – a few weeks back we had a projected \$60K shortfall with 4 open dates. Now it's at around \$32K with 4 open dates. Seems like an improvement. Paul said it all depends on what the average weekend turns out to be: \$10K is good, but not the average.
 - Rixie – Last spring we did our weekend in May, but usually do it in March and April, because of Mother's Day, and graduations (Paul added: unpredictable weather, exams), it's hard to get people to commit. Kent: Can you do it in May this year? Rixie: Already committed to doing it in April.

 - Maintenance (Jason Dalton and Pat O'Hanlon) - On November 15, there was a power outage for 30 hours, during the weekend that the Five Rhythms dance group was on site. The staff performed well, keeping the guests happy. Center Building had operational heat, so they did everything in Center Building. The gas fireplace in Oak House also helped with heat for that building.
 - This is the second power outage this year and highlights the need to upgrade the generators. Paul will be bringing a proposal to the Finance Committee and the Board for a \$5-10K investment in generators that would allow them to cover 60% of operations in the event of a power outage.
 - The WiFi boosters have greatly improved the reliability of the WiFi.

 - Grounds (Alex Comer) – Work continues on the new main entrance (pictures provided). The path has been regraded and a new walkway installed. Much easier to get down the hill to the entrance. Because of the extensive regrading, new grass will need to be planted in the Spring.

 - Kitchen (Conny Cosgrove) – A new snack station has been set up at the top of the stairs going into the kitchen area, selling Granola, cookies, snacks, and trail mix. It sold out over the November 14-18 event.
 - Laura Chonoles has resigned from the kitchen staff to pursue other opportunities. A replacement will be hired.

 - Housekeeping (Shannon Dalton) – Continue to work hard to outdo everybody and provide good service. A new coffee station has been installed in Holly House and has gotten rave reviews.
- (Discussion)***
- Kimberly requested that more tea be included at the station.

b) **Membership & Fundraising** — Brad, Kimberly

- Paul talked some more about the fundraising letter writing campaign. Pathwork and Rentals communities will basically get the same message. Boomerang can track who's opening the letters and how they engaged. Letters/databases/graphics are at the printer and will go out next week with a picture of the staff.

(Discussion)

- Tom: It's important to pitch to the Pathwork community and to watch the responses.
- Rixie: Who's on which list? Paul indicated that Rixie is on the Retreat Center list. If anyone filled out an evaluation after a workshop, and included an address, they will get a letter. If they just gave an email address, they go on the Newsletter list and will get an electronic mailing.
- Tom: Does our list include all attendees? No, Paul said that Rixie provides a list of her attendees, but not all leaders do. Paul will ask leaders to share with their attendees.
- Brad: Everyone on the "A or B" prospect list will hear directly from him. The basic strategy is that the personal approach will be used for that group, and the letters are mainly intended for the "C" prospects.
- Paul: There are 2,000 people on the Seven Oaks database, more than on the Pathwork list.
- Brad: Will be meeting soon with Claire and Kimberly.

c) **Finance Committee** — John

- Good news item – Mortgage on Light House has been paid off.
- The monthly numbers on the Dashboard are consistent with what Paul reported earlier. The high numbers for Maintenance and Grounds reflect the work that's being done on the entrance, and the Utilities number reflects the increase in the propane.
- A new tab has been added to the Dashboard (per Claire's request) that compares current year to prior year.
- The Form 990 was submitted to the IRS and accepted as of 10/26/18.
- Note that the cash reserve continues to decrease and is something to keep an eye on.

(Discussion)

- Brad: Not sure where the cash projection numbers on the Dashboard come from. Paul indicated that W.O. comes up with it based on projected revenue and budget "estimates." Brad offered to talk to W.O. to get a better idea of how the number has been generated. While there is about 50K in the money market account, we should be careful with our discretionary spending in December and January. He will report back to the Finance Committee and the Board once he talks with W. O.

d) **Pathwork Council** — Report from Beth Hedquist was presented to the Board.

(Discussion)

- Kent: This is the best set of minutes he's ever seen. He's feeling very positive about the Council.
- Rixie: Echoed Kent's comment and spoke very positively about Seven Oaks, Seven Oaks Staff, and the Board.
- Rixie: How are the registrations for the Community weekend in February coming along?
Kent: The announcement hasn't been released yet. The months of December and January will be used to promote it. He will be leading a session called the "Money Game," and urged all to attend.

3) **Executive Session** — Trustees met without staff.