

**Mid Atlantic Pathwork
Board of Trustees
Draft Minutes
10/21/2019 Meeting**

Attendees: Kent Peterson (Rotating Chair); John Blum, Dan Cheetham, Rixie Dennison, Kevin Jandreau, Claire Kelly; Paul Klinger, Kimberly Middleton; Cibeles Salviatto, Elaine Shaw, Brad Smith

Unable to Attend: Gretchen Schutte

Kent opened the meeting at 3:30 pm and after attunement led by Rixie, attendees had brief check ins in the order of arrival.

Cibeles offered to do the attunement and closing at the November Board meeting.

Future Meeting Dates (Minutes):

- i) Monday, November 18 5-7 (Rixie)
- ii) Thursday, December 19 5-7 pm (Kimberly)
- iii) 2020 Meeting Schedule

Dan offered to help Kimberly with scheduling of future meetings. Paul and Brad pointed out that the meeting dates being considered don't allow enough time for the prior month financials to be completed. Best dates to allow time for prior month financials would be the first or fourth week of the month. Additionally, several Board members requested that the meeting dates be selected early, so members can block off that time on their calendars. **ACTION:** A Doodle poll will be done for January, February, and March (Dan, Kimberly).

Approval of Minutes, September Board Meeting, see Dropbox

ACTION: Brad made a motion, Claire seconded and all approved the September minutes. These minutes will go to all helpers and the Thesengas. Kent mentioned that Kent and Claire have been having a monthly phone call with the Thesengas about the minutes and someone else could take that task over going forward.

Board Values and Ground Rules and Leadership Tasks

Kent encouraged everyone to look at these documents in Dropbox and he will flesh out the leadership tasks further.

Kent also directed Board members to look at Susan's email to the Board and his response. He highlighted items from these documents. Kent indicated we'd discuss this at the next Board meeting

Cibele commented about her strategic governance project. **ACTION:** Kent and she will speak soon, and it will be on the November meeting agenda.

Center Operations Report

Paul's complete report is in the Dropbox. Highlights include:

Paul has spent a significant amount of time effecting the change to Aetna for our employee health insurance. He also spent considerable time with Beth and John on the Pathwork budget.

In response to a question from Claire, Paul reported that the staff didn't have much of a reaction to the change in their health care plan. However, their paychecks (in terms of deductions) didn't change much. They may have more of a reaction once they have more experience with using the new health care benefits as the deductibles are higher, etc.

There was a question about stink bugs that are numerous in some of the sleeping rooms. Paul said the issue was under control so far this fall.

Paul is pushing for new rental sales and has launched the fall fundraising campaign.

October was disappointing as we had a \$10,000 loss due to one event postponed until March, one cancellation (we have a nonrefundable deposit), and one underperformance by \$3,000.

On a positive note, 5 new events have been booked for FY2020 totaling \$22,803, nine new events for FY2021 totaling \$84,302. Current Center Rental Revenue is at 96.5% of budget.

The maintenance department has been working on roof painting of Corn Crib and Oak House Dormers. A WIFI antenna was added to Center Building for better cell phone reception. We are switching over from AC to heat.

The kitchen staff is having a learning curve with the new convection oven (it cooks much faster than the old one). Working on food bowls recipes.

The housekeeping staff has managed guests in house for 29 of 31 days in October. Excellent switch over skills. Team is fully trained and there have been zero complaints for Housekeeping.

Finance Committee

The complete Board Treasurer report is in the Dropbox.

Brad reviewed the Finance Committee report and in response to a question from Cibele invited all new Board members (and old) to contact him at any time, but keep in mind his time zone. He provided his Skype number that rings wherever he is. 239-444-8604. It has voice mail. He is 14 hours ahead of DC.

Brad noted that financial statements have been late and have needed correction due to the current bookkeeper being quite new.

Cibele asked if our financial records are audited. Brad reported no and elaborated on the structure of the financial operations for MAP and Sevenoaks. There is a 2x week bookkeeper. As noted, she is still very new and there's been some delay in getting the financial reports done on schedule. W.O. Mills is a CPA and supports our operation and puts together the dashboard (de facto Controller)

During the first quarter, we lost about \$10,000 as Paul stated compared to a budgeted profit of \$14,000. This \$24,000 unfavorable performance is roughly equally caused by under budget revenues and over budget expenses other than payroll. Most of the income underperformance is in rentals. Much of the expense over budget is in housekeeping linens and in kitchen food and supplies despite under budget utilization of the facility. We also purchased an unbudgeted new oven for about \$7,500 because the old oven simply died. As a result, we have about \$20,000 less cash than we had at the end of June. The budget reflected an additional \$10,000 in cash and we are now down \$30,000. We have about \$17,000 in a reserve account that can be used if needed to continue to meet our obligations in a timely manner. But things are very tight.

The upshot is that unless we manage to do significantly better than budget at the operating income line for the next four months, we will have to rely on outside financing of some sort to pay our bills and payrolls from November or December through the middle of May. We do not have a line of credit nor do we have a credit banking relationship. Tom Hubbard attempted to secure these several years ago and was told very clearly that we are not bankable as a commercial enterprise given our operating performance.

We have the most control over operating expenses and the Finance Committee will be focusing hard on this with Paul.

Kent stated a prime Board focus for this year is our financial stability and fundraising.

New Board members (or anyone) are welcome at any Finance Committee meetings, especially for the next 3 months. Brad will provide the schedule.

Brad spoke of the revenue/expense problem we are encountering now. Cibele asked what Board members could do. Brad indicated that Paul had sent a message to Board members asking for help with direct calls to prior donors. So, Board members need to respond to Paul's email asking for help and all Board members should commit to calling 6 people. Cibele underscored this.

ACTION: Brad will hold a conference call fundraising training session on how to raise \$ without it being painful. He will include suggested talking points and The Ask, Reasoning, Needs, and Benefits. Dan, Elaine, Cibele, Kevin, Claire and Brad committed to calling 6 people. Kent committed to calling 10 people. Paul will provide a list of people who have donated in the past 5 years. The training session was set for October 24th at 6 p.m. Claire cannot make that date and will contact Brad directly.

Kent resent Paul's request for fundraising help to all Board members. We should sign up to call specific people and let Paul know who we will call, so he can track things overall.

Brad cautioned that we should not present ourselves (Sevenoaks/MAP) as being in financial trouble as that could negatively impact our rental business.

Cibele asked about crowdfunding. Brad said we did this to replace the well and raised \$500. Brad thinks we used crowdfunding twice and the 2nd time wasn't successful.

Claire brought up Giving Tuesday which is coming up soon (December 3, 2019). Paul indicated he was on top of this. Claire pointed out we participated in this last year and raised a small amount, but we didn't get out ahead of it early enough.

Fundraising Fall Campaign

Paul presented the report of the Fundraising committee. The Fall Fundraising Campaign will run late October to December 2019. The theme is “We are Light. Help us shine.”

The Committee is comprised of Staff (Gretchen Comer and Kimberly Klinger), volunteers (Beth and Susan and Mary Ellis), and the Board of Trustees.

A donor prospect list was created based on past donors’ records. Additional names have been added as high potential donors.

Contact information has been updated for both our contact management database as well as our donor database. Mail Chimp is our database for contacts, newsletter signups and guest feedback forms. Boomerang is our donor prospect database. This includes mailing address info as well as emails.

Two letters were created for the Sevenoaks centric audience as well as the Mid-Atlantic Pathwork audience. Letters should go out late October.

Tasks still to be done are updating web pages, developing social media pages, promotions.

We are working with a marketing consultant volunteer to support the campaign.

Retreat Experience Committee

Rixie reported on her committee and welcomed Dan as a committee member. The Committee met on October 8th and decided to do the following:

ACTION: Gretchen will investigate retreat centers in a 30-mile radius of the DC Metro area comparing:

1. Pricing
2. Food
3. Amenities.

ACTION: Dan (short term) will look at the physical outlay of our buildings to see if it is possible to make some rooms include more singles. Dan will (long term) check with groups and companies who are affluent that will benefit from our unique property and offerings at Sevenoaks. Places like Esalen :)

ACTION: Paul will create a model/procedure that will define healthy and timely communication with all retreat leaders. Seeking to improve our current model.

ACTION: Rixie will create a list of things she felt were added value at other retreat centers she has visited over the years.

Everyone applauded Rixie and her team's effort.

Other Business

Claire suggested that Susan be asked to hold a Board orientation on the history of Sevenoaks and the land and all agreed. **ACTION:** Claire is to contact Susan to arrange this call.

Rixie led the closing and the meeting was adjourned without Executive Session

Respectfully,
Claire Kelly