

**Mid Atlantic Pathwork
Board of Trustees
Minutes
11/18/2019 Meeting**

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

Unable to Attend: Brad Smith, Kimberly

Kent opened the meeting at 5 pm and after attunement led by Cibeles, attendees had brief check ins in the order of arrival.

Kent offered that our Values are to be honest and treat others with value and respect.

Gretchen will do the attunement and closing at the December Board meeting. (She volunteered after the meeting.)

Claire will be our new rotating chair for December 2019, January and February 2020.

Future Meeting Dates (Minutes):

- i) Thursday, December 19 5-7 pm (Kimberly)
- ii) 2020 Meeting Schedule – We are in the middle of a Doodle Poll. At the next meeting we will decide Jan, Feb and March 2020. Looks like last Thursday of the Month 5-7 p.m.

Tasks of Leadership Document – Kent has updated and will be in the Dropbox

Approval of Minutes, October Board Meeting, see Dropbox

A motion was made to approve the minutes and it was seconded. All approved.

Center Operations Report

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

Trip Advisor: Great Review! Mass Media is good!!

Fall fundraising campaign. In full swing.

Cash flow we are struggling.

Social Media Campaign – Communications Strategy – Staffing needs, project planning, raising standards – staff is excited about being involved.

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, 4 new events have been booked for FY2020 totaling \$26,544. We lost two events also (\$13,912). Current Center Rental Revenue is at 98% of budget.

The maintenance department completed painting new red roofs on all our buildings. Asking maintenance department what we can do that's less expensive.

Community based fund-raising with kitchen staff, Alex and Connie.

Training and new protocols for Housekeeping. Holding everyone accountable.

Question from Claire: Are we having more cancellations than normal and, if so, what are the nature of the cancellations. Paul believes it's because of our standards in relation to Northern Virginia standards.

Moving forward on guest experience. Holly House bathrooms need to be renovated!! This is the project that bumps the kitchen expansion

Antennae raised on top of the Center Building 20 feet. It has helped functionality. Guest experience with Internet is fine. Hosting service is not working well – e-mail server – Small Orange is the culprit. ACTION: Paul should report on status of yahoo email at next meeting and provide a plan and timeline for addressing this situation.

Kent: Cancellation Report – from leaders – what may we have done? Good to have data from these leaders.

Finance Committee

The complete Board Treasurer report is in the Dropbox.

Kent reviewed the Finance Committee report \$1,920 better on contributions - \$27K less than budgeted.

Pathwork is fairly close to budget.

\$25K short year-to-date. \$4,400 for new oven.

Cash – Balance of available cash is a projected shortfall of \$17K by end of February.

Rental Forecast vs Budget – Paul

8 of the 12 months we try to survive and the other 4 months we thrive. Cost cutting ideas/opportunities: Staff reduced hours; may let go of one of the managers; management reduced hours by 4 hours each week. The staff understands that this is a seasonal business and that cuts need to be made during our slow period (generally winter). We need to defer projects as well. Paul is asking for deposits earlier for larger groups in 2020 which will help. Personnel Committee has been formed in order to take the time to get to know our staff better and get a sense of their morale and strengths and weaknesses. We have a wonderful staff and they made need or like some training. Kent is looking into a line of credit for us to help us get through this tough time.

There is an offer for Board Members to join the Finance Committee meetings. Cibeles is suggesting some Crowd Funding for our small projects.

Asking Board Members to contribute to Fall Fundraising Committee.

Retreat Experience Committee

Gretchen reported on her findings about other retreat centers – there are 10 centers within a 30-mile radius. Major findings:

- Sevenoaks charges less per evening than most of the retreat centers within a 3 hour drive of our location.
- Sevenoaks offers the same or better opportunities to enjoy being outside (ground, trails, river).
- The majority of the other retreat centers have more luxurious accommodations and more options for private rooms.

Report in Dropbox. Rixie also commented how we need to switch from a survivor mentality to thriving mentality – to tap into the Abundance and Gratitude of what we already have at the Sevenoaks Retreat Center. She also mentioned that creating a community amongst Retreat Leaders would be beneficial. A list of current Retreat Leaders would be helpful. ACTION ITEM: Paul to provide current list of Retreat Leaders and ideas on how he would create community with these leaders.

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. ACTION ITEM: Paul should report at the December meeting on the success of our Giving Tuesday campaign.

Fundraising Fall Campaign

Paul presented the report of the Fundraising committee. The Fall Fundraising Campaign runs from 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.

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

Cibele will be putting together an Organizing Committee that will start the process for a strategic holistic plan for Sevenoaks Retreat Center.

This committee objective: to discuss the feasibility of the application of the 7Cs methodology to MAP/Sevenoaks and come up with a detailed plan to be presented and approved by the Board.

Respectfully,
Rixie Dennison