

Mid-Atlantic Pathwork Board of Trustees- Meeting Notes
Thursday, December 19, 2019 - Recorder: Kimberly Middleton
Approved by Board, January 30, 2020

1) Opening Attunement/Closing – Gretchen

2) Future meeting dates

- Verified upcoming meeting dates
- next meeting Thursday, January 30 – 5-7 pm (notes -John)

3) November Board Meeting Minutes- minutes approved

4) Center Operations Report/Fundraising – Paul

- Fall fundraising winding down. Anticipated Budget for Fall \$10,500---Thanks to participating Board members, Donovan and Susan Thesenga, and Sevenoaks staff, there were 88 donations (double previous years) for a current total \$21,567. Donations solicited by Kent Peterson contributed an additional \$4,585.
 - i) Feedback from someone who donated – ‘appreciated receiving letter and talking to Paul over phone’.
 - ii) Congratulations to Paul on first experience with fundraising. Thanks to Brad’s mentorship.
- Giving Tuesday campaign on social media... no financial activity, lots of goodwill.
- January Heads in Beds, for maximizing retreat experiences for those leading retreats.
- Sales...slow. New events in FY2020, one rebooked from January to 2021.
- Revised projections 97%. All Feb/March sold out.
- Holiday bonuses going out this year with card from Board and community. Very much appreciated by staff, especially given financial climate.
- **Cancellation tracking** (looking to change name) comes out of retreat committee - taking a look at what isn’t working. If there are cancellations, why are some not returning, what are their perceptions, or concerns?
- Yahoo may be blocking emails from Sevenoaks servers, emails are getting returned. Paul to reevaluate continuing with company.

5) Finance

• **Committee Report — Brad**

- i) November better than expected solely because of successful fundraising. Fewer center rental income than expected and expenses down. Pathwork revenue and expenses down. Puts us year-to-date in the black, however still \$17k below budget.
- ii) Arranged short term lines of credit, in anticipation of possible temporary financial crisis if expected revenue does not come in on time. The money will not be borrowed unless needed.

• **Votes on:**

- i) **Acceptance of Donovan Thesenga’s offer of Financial Assistance** - motion to accept offer unanimously approved.

- ii) **Acceptance of Kent Peterson's offer of Financial Assistance** – motion unanimously approved to request assistance if judged necessary.
 - iii) **Approval of Federal Information Tax Return Form 990 for the Fiscal Year Ended 6/30/2019** – WO Mills prepares. Reviewed by finance committee, motion to file requested from Board. Motion unanimously approved.
- **MAP and Sevenoaks Long Term Finances Discussion – Brad** – discussed 2014 sustainability report with previous options to either sell Sevenoaks, partner with another organization, or change the operation of Sevenoaks.
 - i) Community agreed to sustainability plan which is the basis of the strategic plan.
 - ii) Sustainability defined as 'break even to profitable' without contribution income or MAP member donations. Revenue based only on rental income and fees from Sevenoaks or Pathwork events.
 - iii) Hiring Paul Klinger as Center Manager has increased rental income.

There are two parts 1) Pathwork and 2) Center/Rental with fundamentally different models. Since we are at the five year mark, Brad suggests re-looking at that report and its assumptions based on experience. Cibele requested to merge this discussion with the upcoming Strategic Plan Proposal (see below).

- 6) **Strategic Plan Proposal Discussion – (Cibele presentation)** – proposal to start strategic planning project, plan to put team together by mid-January, work until March and bring back a proposal.
- i) Pro-bono mentor to have someone from outside to help us with project
 - ii) Pre-project team – different stakeholders from 7oaks and MAP, has started collecting members, requesting 2-3 members from the Board. Would like to have names by January 15th.
 - iii) Methodology that matches spiritual, evolutionary path of Pathwork. Builds in group intelligence and working in groups. Opportunity to practice “spiritual business”.
 - iv) Will share documents for review and discuss again. Requesting deliverable from previous project.

Q: How does this fit with Brad's proposal? **A:** It's another way to produce a similar document but with more details. Strategic planning and envisioning, designing the map of how to get there together.

- 7) **Discussion of Development of Pathwork Alumni Association -- Claire** –Susan Thesenga is asking for Board approval to form an alumni association to reach out to former MAP members and Pathwork students. The Alumni Association would be under the direction of the Council with requested Board participation. Brad spoke in support of the initiative. Previously, he began reaching out to former students, and with Kent's help had compiled a

listing that could be used as a starting point for the current initiative. Claire moved that the Alumni Association be authorized, Brad seconded, and it was unanimously approved.

- 8) **Vision Quest – Kevin** –Kevin has been talking with Susan Thesenga and Beth Hedquist about the feasibility of creating a “Vision Quest” program. While they agree in principle, Susan is concerned about calling it “Vision Quest,” as that term has a specific connotation in Native American tradition, and the Sevenoaks program would not be affiliated with a Native American tribe and would likely be broader in scope. Kevin offered examples of events that could be offered: e.g., increased intensive program focused on connecting with the Sevenoaks land; tent platforms for camping; a la carte “menu” for individuals to structure their own retreat experience.

Kent indicated that such a program could encourage individuals to use currently underutilized Sevenoaks land, possibly leading to formation of a “Friends of Sevenoaks” type of membership, and creation of programs focusing on the land and nature. Paul indicated an interest in pursuing the program further, but that he would need more information regarding what Sevenoaks resources would be required. Cibele proposed folding these ideas into the Strategic Planning initiative discussed earlier in the meeting. Kevin will continue to develop ideas.

- 9) **Retreat Experience Committee — Gretchen** - Discussed report of the committee meeting held on December 2, 2019. Five items were discussed:
- (1) Number of rooms on campus & the ability to offer more private rooms. - A work in progress
 - (2) Pricing model for groups of 25-30 or less (groups of more than 30 would be charged standard rates). Suggestion of 4 tiers of pricing: a) Private room w/ private bath , b) Single room w/ shared bath, c) Double room w/ shared bath d) Shared room w/ shared bath. *Action Item:* Paul to draft proposed 4 Tier pricing & review with Rixie & Gretchen
 - (3) Post-event survey for retreat leaders. - Tool suggested: Survey Monkey *Action Item:* Gretchen to send suggestions of questions to Paul
 - (4) Claire proposed reports to gain more clarity on sales & losses: Cancellation Report – (discussed by Paul earlier in the meeting) Paul will continue to refine the information.
 - (5) Paul continues to update the Standard Ops Procedures document, to better ensure consistent treatment of guests.