



MINUTES - The International Focusing Institute Board of Trustees

Date: April 12, 2017 via Zoom

Documents submitted prior to the meeting via email

- Agenda
- Draft of Strategic Plan

PRESENT: Dana Ganihar, Mary Jennings (vice-president), Kevin Krycka (treasurer), Paula Nowick, David Rome (president), Susan Rudnick (secretary), Catherine Torpey, Sherrie Lynne (for minute taking, present for the first hour).

MEETING FACILITATOR: Paula Nowick

I. OPENING SILENCE

II. MARCH MINUTES APPROVED SUBJECT TO AMENDMENT

III. FINANCIAL REPORT GIVEN BY KEVIN

- Discussion on current trends in programming.
- David agreed to lead the board in doing "benchmarking." He will coordinate the board in researching other organizations to look at successful financial models being used by similar organizations.
- Catherine updated the board on the search for professional guidance to improve the budgeting process and accounting system.

IV. WEBSITE REDESIGN

- Updates were given by Catherine and Mary including detailed research on content management and association management systems. There will be a presentation by Ann Yoders, the Project Manager, on her findings. The presentation will be given to the same group which had met with Ann in January; the group was selected to represent a wide range of Focusers.

V. STRATEGIC PLAN

- Board discussed procedures for finalizing approval of the Strategic Plan. Board will take one week to look over the plan and will then send it to the ILC for its input. Barring any major changes, the board anticipates publication of the plan shortly thereafter.
- There was discussion on the Strategic Plan Implementation Committee which will have one board member, one ILC, plus members of the community. Paula Nowick agreed to be the rep from the board.



VI. MEMBERSHIP COMMITTEE

- Board agrees to formally express appreciation for the work by the membership committee.
- There was a conversation about the scope of the membership committee's role and whether its role is to bring in new members or whether that function belongs somewhere else such as a marketing committee. The board decided to ask the Membership Committee to concentrate for now on serving existing membership. The board will discuss in a future meeting how best to promote membership to those who are not currently members.
- Discussion about expanding communication to membership through social media and what more we can do to optimize.
- It was suggested that a discussion could be put on the agenda for next board meeting regarding how to grow the membership.

VII. NOMINATING COMMITTEE

- Update by Catherine that the nominating process is behind schedule and the only position we are filling this year is to replace Mary Jennings on board.

VIII, BOARD COMMUNICATION WITH COMMUNITY

- There was a brief follow up to the email conversation about how the board might reach out more to the Focusing community. No specific decision was made. It was agreed to put it on next month's agenda.

IX. MEETING CLOSED