



## **MINUTES - The International Focusing Institute Board of Trustees**

Date: November 8, 2017 via Zoom

### Documents submitted prior to the meeting via email

- Agenda (from Catherine Torpey)
- Website Redesign Information
- Minutes from October 25, 2017
- Confidential Supplemental Notes from Executive Session

PRESENT: Susan Rudnick, David Rome (president), Kevin Krycka (treasurer – present for first hour), Paula Nowick, Catherine Torpey, Scott Will present for website presentation, Sherrie Lynne (for minute taking, present during first hour).

NOT PRESENT: Hanspeter Muehlethaler

MEETING FACILITATOR: Paula Nowick

### I. OPENING SILENCE

### II. OCTOBER MINUTES APPROVED

### III. WEBSITE UPDATE

- Catherine recapped the website document she had emailed, which included information about building the website on a CMS (Content Management System) platform, as well as the need for an AMS (Association Management System) component. Scott Will, our Webmaster, presented a thorough update of the progress made to date which included finding a reputable developer who specializes in working with our system and with non-profits at low cost.
- A Board discussion followed reviewing the presentation and written documents that Catherine submitted. Topics covered included timeline, developer's reputation and background, staffing the website, and what's needed to move forward.
- Scott explained how we will be launching the site, the transition phase and estimates the completion by the end of March, (the original deadline).
- The Board expressed gratitude to Scott for his excellent work on the website development project

### IV. FINANCIAL UPDATE

- Catherine reviewed projected costs against real costs in this year's budget. Income categories have been less than projected.
- The Board discussed the issue and solutions, especially the need for more fundraising. There was discussion of "sticking to our core business" (as implicit in the Strategic Plan); getting people in the community to underwrite initiatives to fund things prior so we don't keep draining; bringing in a non-focuser who is a finance expert as a Board member or Finance Committee member; plans for a spring fundraising campaign.



- There was discussion of the project underway to improve how information is entered into Quick Books to allow for better budgeting and reporting. David reported that he and Kevin met with financial consultant Ben Rodriguez.
- Board has a meeting scheduled with consultant Doug Leonard to discuss the responsibilities of the Board, including ways that the Board can bring resources to the organization.

#### V. RESOLUTION:

In an effort to connect more with Coordinators, the Board hereby institutes a policy of inviting new Coordinators to briefly attend a Board meeting, as soon as is practical after they have been officially named a Coordinator. The intention is to congratulate the Coordinator and strengthen ties with the board. This is in addition to a new policy, decided by the Executive Director, to have one-on-one conversations with all new Coordinators for the purpose of congratulating them and discussing mutual expectations. The Executive Director will ask the International Leadership Council to institute the same policy

#### VI. UPDATE ON CONFIDENTIAL MATTER REGARDING INTELLECTUAL PROPERTY

#### VII. EXECUTIVE DIRECTOR UPDATE

Catherine recapped her October report and gave the Board details on the upcoming meeting with Doug Leonard.

#### VIII. MEETING CLOSED