

# BAC Board Meeting: 7-21-23

## Meeting Minutes

Meeting began at 4:30 pm (meeting held via Zoom and at Angie Marianthi's house)

**In attendance:** Angie Marianthi, President; Wayne Rysavy, Member; Pogo Saito, Member; Gretchen Huettig, Vice President; Lizzy Camacho, Member

**Absent:** Sherri Potter, Treasurer; Christi Schofield

- Ice breaker
- Agenda Preview
  
- Approval of Last Minutes
  - Motion to approve [April 20, 2023](#) meeting minutes by Wayne, seconded by Pogo. The motion passed unanimously
  
- Vote on new members, N/A
  
- Old Business
  - Financial Recap
    - Financials review
      - Financial Analysis YTD
      - Gretchen: We are doing well. We have had more in our income the past 6 months, but went over in expenses. Some of it is insurance, and when it came out of budget vs when it was expected.
      - Utilities were higher than expected - will need to think about ways to keep the treatment room comfortable year-round but save money on utilities
      - Salaries were higher than expected because of the new hire of Trais because it wasn't expected, but then that will help with income
      - Herb expenses go up and down throughout the year (buy in bulk) - we spent more on herbs this quarter but we will sell them and make up for it by the end of the year
      - Having some growing pains with the new space - sauna was out of commission for a long time
      - Overall, bank account is okay.
      - Feb and March were the worst for budget, but we are learning about the new space. Have learned that to maximize the space, we need a new acupuncturist.

- (Wayne) Question - could we consider raising sliding scale by \$5 - have stayed low for such a long time and inflation has brought all other prices up. Not a huge inflation to go up by \$5. Could help compensate for extra expenses in the new place.
  - (Gretchen) We haven't talked about that in a while, and could be worth considering again.
  - (Pogo) Other ideas along those lines. Could charge more for products like Evil Bone Water (sp?). Or, could we consider a Go Fund Me? We did one for my nonprofit and were successful in raising money.
  - (Gretchen) Good to think about asking during times that are not already heavy ask-times. Potentially wrap this into a fall event or other fundraiser.
  - (Angie) Important to have a specific ask that isn't a lifeline fund. We want to ensure BAC does not become perceived as unstable, unreliable.
  - (Lizzy) Loves Wayne's idea of raising cost of treatment as well as Pogo's enthusiasm for fundraising.
  - (Wayne) Likes the idea of creating an annual event (for sustainability and longevity, and with a tangible connection back to BAC.
  - (Gretchen) Likes Pogo's idea of increasing retail value of products. Prices have gone up so we need to keep pace. Also, if we raise our base rate, we are better able to provide scholarships. A sticking point is not wanting to ask people what their income is.
  - Angie suggests communicating it via the website so that people can self-identify that way.
  - Gretchen - if you are in the scholarship program, you get a set number of visits.
  - (Lizzy) should we start a subcommittee for the scholarship program?
  - (Angie) give the messaging that people can donate to help fund the scholarship program
  - Everyone seems to be on board with the price increase! Gretchen will take this to the employee group - they will need to unanimously decide whether or not to pass this.
- Budget Review
  - Budget Vs Actual Jan-June23
- Idaho Gives Recap
  - Gretchen - it felt like it went smoothly
    - Good job to everyone for fulfilling their work plan
    - Big props to Wayne for all his work!
  - Wayne: felt organized and smoother

- Shanell did a great job on communications side
- The social seemed to go well because there were ideas about what BAC wanted from Wayne for graphics
- For future years, identifying the asks quickly and early it helps with video/asset creation.
- On the whole - everything came together nicely! Video and music were great. More lead time next year would be even better. Scheduling in advance.
- There are templates now to move that forward for next year
- Angie - can we update the template planning docs to bump up the planning timeline?
- Wayne - it would have been better to have things done earlier (by end of March ideally).
- Gretchen: event feedback was I hope you are going to do this every year.
  - Turnout should improve as we do it year after year.
  - We did a better job of defining roles and responsibilities
- (Lizzy) Corporate ask = fail - didn't get any support!
  - (Angie) Ask earlier
  - (Gretchen) Keep it more generic, not specific to the IG story ask
  - (Wayne) get in with KBSU? Fundraising with NPR is incredible
    - Corporate ask is an elevator pitch - probably needs to be independent of Idaho Gives
    - Whoever is going to be doing the corporate ask needs to have the 30-second pitch memorized and a 1-pager
    - Aug-sept timeframe for corporate sponsorships
    - Independent of IG that filters into IG
  - Corporate sponsor subcommittee? Lizzy will send out an email and we will plan a time to talk more about this! (Invite: Wayne, Pogo, Gretchen)
- New Business
  - Fall Event? (no Hyde Park this year)
    - Gretchen: it's a lot of energy and time to do this, and we aren't really trying to increase demand (have a lot of demand!).
      - Now focusing more on fundraising and this isn't a good fit (you need special permission to fundraise)
    - Wayne: Thinking about focusing on the events that best serve BAC. Good question for the Wisdom Council to consider for Hyde Park: is the presence of BAC at this event supporting us in meaningful ways?
      - Energy could be better spent a BAC-led event in the fall
      - Working with media partners to promote
      - Moving past exposure and creating more community awareness and connection

- Lean into the “witchy” vibes of BAC! (with something like Fall Festivus)
  - Pogo: Lean into the “crunchy” side of BAC! Sound bath with acupuncture
    - We could auction off the first seats
    - Then, the ongoing price could be \$50 per session
  - Angie - we could promote board membership and volunteer asks during these events!
    - Bringing in more subcommittees would help distribute work more and bring in expertise
  - Subcommittee for fall festivity event - staff and board can help (Gretchen will lead the committee and get the ball rolling. Wayne, Pogo, Lizzy are interested).
    - Wayne: let’s shoot for late October/early Nov
    - Pogo: aim for the pocket of time before holidays
- New board members needed
  - Will find out if current board members whose positions are up for vote plan to run again
  - Wayne is around for at least the next year (likely through Idaho Gives 2024)
  - Angie - we should develop more volunteer role descriptions beyond front desk and laundry fairies that speak to some of the needs we’ve identified
  - Wayne - describes some strategic messaging and engagement plans for social media.
- Set Next Meeting Date
  - October 27, 2023 @ 4:30
  - Friday, January 19 @ 4:30

Meeting adjourned at 6:05 pm

Secretary and meeting minute taker: Lizzy Camacho

Minutes approved on DATE