

Boise Acupuncture Co-op (BAC) Quarterly Board Meeting Minutes

Date: January 24, 2025

Time: 4:30 PM

Location: Zoom and Shanell's House

Present: Angie Marianthi (President), Shanell Rodriguez (Vice President), Pogo Saito (Member), Lizzy Camacho (Secretary), Taryn Yates (Member), Susan Park (Member), Gretchen Huettig (BAC Employee), DaLyn Greer (BAC Employee)

Absent: Sherri Potter (Treasurer)

Action Items from this Meeting

BAC staff:

- Explore potential teen mental health initiatives using ear seeds or acupuncture
- Confirm term expiration dates for all members (All board members to re-sign terms agreement)

Angie

- Research data on the benefits of acupuncture to support grant applications.

Lizzy and Susan

- Explore grant opportunities with Susan for potential teen mental health initiatives.

Shanell

- Plan the first committee meeting in February 2025.

Idaho Gives Committee (Shanell, Gretchen, Pogo, Lizzy, DaLyn, others..)

- Develop a cohesive fundraising story for Idaho Gives.
 - Explore sponsorship opportunities and determine recognition levels.
 - Do all the things!
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Attendance and Agenda Preview

- Attendance confirmed.
- Agenda reviewed and approved.

Approval of Previous Minutes

Motion to approve October 18, 2024, BAC Quarterly Board Meeting Minutes made by Lizzy and seconded by Pogo. Motion passed unanimously.

New/Existing Board Members

- All current board members expressed interest in continuing their roles.
 - Gretchen updated term dates on the board roster.
 - Votes conducted:
 - Lizzy's continuation on the board: Motion by Angie, seconded by Pogo. Approved unanimously.
 - Pogo's continuation on the board: Motion by Angie, seconded by Lizzy. Approved unanimously.
 - Angie's continuation on the board: Motion by Lizzy, seconded by Shanell. Approved unanimously.
 - All board members to re-sign terms agreement.
 - Confirm term expiration dates for all members.
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Budget and Financial Recap

- Net revenue: \$17,474.
 - Key changes:
 - Herb sales increased significantly from ~\$1,000 to ~\$5,000 due to improved retail space, branding, and pricing.
 - Sauna and event revenue fell short of expectations.
 - Higher average dollars per patient (\$32.38 in 2024 vs \$27.90 in 2023), attributed to reduced free treatments and increased new patient fees.
 - Approved budget projects net income of \$10,500.
 - Employee compensation adjustments:
 - Acupuncturist salaries raised from \$35/hour to \$38/hour.
 - Front desk salaries remain at \$18/hour.
 - Additional shift allocated to Heather.
 - Savings reserve: \$100,000
 - Mid-year switch from desktop to online QuickBooks caused discrepancies in payroll and event reporting.
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Clinic Updates

Nampa Clinic:

- New pop-up clinic opening February 12, 2025, at 2C Yoga, Nampa.
 - Operating Wednesdays, 1-5 PM.

- Monthly cost for space: \$350. (Estimated earning of \$300 per shift/ \$1,200 per month)
- Zero gravity chairs to be used. Laptop donated for clinic use.
- Heather to take over a shift previously held by Stacy.

Online Booking System:

- Updates allow for scheduling multiple appointments in a single day.
 - Remaining issues: Difficulty toggling between days/months
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Employee Updates

- Request for increased hours and pay from a part-time front desk employee was denied due to budget constraints.
 - Ratio of paid front desk hours to volunteer hours reviewed:
 - Current: 48 paid hours, 16 volunteer hours.
 - Recruitment of additional volunteers discussed.
 - Modules and responsibilities overview:
 - Gretchen: Inventory, retail, budget analysis.
 - DaLyn: QuickBooks, payroll, bookkeeping, front desk.
 - Shanell: Website, newsletters, marketing, grant writing.
 - Stacy: Outreach, social media, HR.
 - Diane: Employee conflict resolution, supplies ordering.
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Fundraising and Grants

Grants and Research:

- Lizzy and Susan to research grant opportunities.
- Angie to gather data on acupuncture's benefits for grant applications.
- **Teen mental health - potential for programming and fundraising focus:**
 - Could consider partnering with schools like Sage for ear seeds/acupuncture session, possibly offering sessions during advisory periods or lunch breaks.
 - Discussed the possibility of offering tandem treatments for parents and teens, with a suggested 5-treatment commitment.
 - **August is Teen Mental Health Month**
 - This initiative could be part of Idaho Gives fundraising campaign - potential to offer sponsorships for parent-teen treatment scholarships.
 - Also could be a potential focus for grant applications, given the current focus on youth mental health and suicide prevention in Boise schools.

Idaho Gives Campaign

- Forming an Idaho Gives committee (so far including Shanell, Lizzy, Gretchen, Pogo, DaLyn) to begin planning in February.

Sponsorship Opportunities:

- Businesses matching donations - Lizzy will ask Charlie (Woodchuck Tree Care) if he'd like to match.
- Campfire Music Collective also donates - discussed promoting them more as a sponsor during IG.
- Discussion about recognition for sponsors in newsletters and a dedicated in-store space.
- Exploring sponsorships for parent-teen treatment scholarships, tied to Teen Mental Health Month (August).

Proposed Campaign Themes:

- Shift from "we're growing" to a nurturing message emphasizing family care and community healing.
- Highlight BAC's role as an intersectional healing space, especially post-election.

Marketing Strategy:

- Reduce focus on extensive social media posts other than the ones that Idaho Gives offer prizes for.
 - Focus on outreach via newsletters and website pop-ups.
 - Early determination of the fundraising story to support corporate sponsorships and personal outreach.
 - Utilizing improved templates and resources from previous years for efficiency.
 - Shanell to lead copywriting; Lizzy to assist with writing and editing.
 - Possibility of changing their fundraising approach on GiveGab, potentially moving away from individual fundraiser pages to focus on the BAC main donation page.
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Next meeting

Thursday, April 3rd 5:30 PM -7 PM

Adjournment

The meeting was adjourned at 6:45 PM by Angie Marianthi.

Minutes Prepared by: Lizzy Camacho, Secretary

Minutes Approved on: [DATE]