**NZC Board of Directors Meeting Minutes**

**January 16, 2022, 12:00-2:30pm**

**Meeting Notification:** Meeting time was agreed at prior December board meeting.

**Meeting Location:** Nebraska Zen Center

**Members Present:**

Pam Griffin, President, (2022)

Fergus Hoban, Vice President, (2022)

Vicki Grunwald, Treasurer, (2022)

Scott Rosen, Secretary, (2022)

Annette Jordan, (2022)

**Board Members Absent:**

Tom Millie, (2022)

**Others Present:** Orna Hoban

**Was a quorum established?** Yes

**AGENDA**

1. Meeting was called to order by Pam at 12:00pm and attendance was taken.
2. Members voted to approve the minutes of the November and December board meetings, which were circulated via email prior to the meeting.
3. Vicki provided the board with an update on NZC’s finances. Fiscal year 2021 ended with a net loss of $18,722.85. The loss includes the settlement payment of $29,847.70 to Dosho as severance. Quarter four produced net income of $8,828.89. Bank and PayPal balances total $35,739.25 as of January 15, 2022. Vicki provided the board with a breakdown of the balances and screen shots to verify against in her January 15, 2022, email summary to the board members. Discussion ensued of what a “recovered” NZC looks like financially. Historically revenue average approximately $44,000.00 per year during the Nonin era.
4. Board voted to approve putting finalized membership criteria on the website. The standard $125.00 price point approved at the prior board meeting was scrapped for a range of $30.00 to $100.00 per month. Pam summarized a discussion she and Terra had via zoom with Debra Seido Martin, Guiding Teacher at Zen West – Empty Field in Oregon regarding Zen center membership criteria generally and price points. Board discussed ways to support new members with the idea of practice mentors. Mentors would be experienced practitioners who volunteer to answer any questions about NZC and Zen practice that new members may have. The need to immediately follow up with new members was emphasized.
5. Board discussed the need for a clear communications strategy that incorporates various social media platforms to reach potential new members and donors. A communications committee comprised of; Orna Hoban, Terra Hall, Matt Huettner, and Annette Jordan was formed by a unanimous vote of the board. Fergus proposed engaging Laura Malloy to assist the communications committee with social media engagement and other communications tasks. Laura Malloy is a highly experienced social media expert and is currently the head of social media for a large concern. Fergus introduced Laura to the board via zoom. She took questions from the board regarding integrating social media into Mail Chimp communications, setting up social media accounts on Facebook and Instagram, costs of targeted ad campaigns on Facebook, content plans, posting schedules, and what her regular reporting would consist of (i.e. types of metrics to be provided). The cost of her services for one year at six to eight hours per week is $20,000.00. The Hoban Family Foundation offered to make ongoing donations throughout the first year of this engagement to cover the cost. The board agreed to approve the hiring of Laura for one year. The board will evaluate the results of the engagement at the end of the contract term. Engagement may become permanent depending on results. Goal of investing a dollar in social media being to generate four dollars of revenue. Laura’s first tasks are to setup a presence on Facebook and Instagram, review the NZC’s website and provide feedback, and review the social media platforms of other successful Zen centers in the US.
6. Fergus lead discussion regarding the priest search. Board members discussed what an ideal candidate would look like. Annette and Vicki raised concerns about proper vetting. Board agreed consensus was to be reached by the end of January on the search criteria, position profile, and compensation. The formal search is to begin in February. Compensation necessary to attract a good candidate will require establishment of a substantial fund or endowment involving focused fundraising effort. Board discussed a head hunting strategy versus general search strategy and decided to take both approaches on parallel paths. Board agreed selection of a new head priest was vital to the viability of NZC moving forward and would be a top priority of the board.
7. Directors discussed fundraising and agreed to a spring fundraiser themed around Buddha’s Birthday in April. Fundraising for a new priest effort could be part of this or separate. The effort will be ambitious, involving full use of various media channels, and seeded with matching money donated by the Hoban Family Foundation.
8. Miscellaneous Items:
   1. Board agreed to approve a $5,400.00 expenditure for Matt Hall to repair the sagging main floor with structural repairs to the foundation.
   2. Tax consultant engaged in mid-December has been unresponsive. Board agreed if a response was not received within a week alternative counsel would be sought from the Nonprofit Association of the Midlands (NAM).
   3. Board agreed to schedule a special meeting specifically to discuss the actions of the prior board before the annual February 20, 2022 board meeting. Date to be determined and agreed via email.
   4. Fergus will draft a strategic plan for the Board’s consideration at the next meeting.
9. The meeting was adjourned at 2:30pm.

Scott D Rosen

Secretary, Nebraska Zen Center Board of Directors

January 23, 2022

**MEETING SCHEDULE**

Next meeting scheduled for noon at NZC on Sunday, February 20, 2022. This is the annual board meeting at which members may vote on board membership.

**ATTACHMENTS FOR THE RECORD**