



THE FOCUSING INSTITUTE
carrying life and thought forward

MINUTES - The Focusing Institute Board of Directors
October 7, 2015 via Zoom

PRESENT: David Rome, Susan Lennox, Jim Iberg, Catherine Torpey, Kevin Krycka, Elizabeth Cantor (for minute taking)

MEETING FACILITATOR: Kevin Krycka

I. OPENING SILENCE AND SHARING

II. REVIEW AGENDA

Children Focusing Task Force will be put on the forum.

III. APPROVAL OF MINUTES

Approval of minutes was removed from agenda and will be placed in forum for approval via e-mail.

IV. EXECUTIVE DIRECTOR'S REPORT

- 1) Concern: not to lose sight of strategic planning and moving it forward.
- 2) Working on fundraising letter with David.
- 3) Would like to know if board members would do volunteer "1-shot-deal" classes as fundraisers -- David R has offered to do one as part of a Body and Spirit series (on spirituality). These would be low-cost classes.
- 4) Sally Tadmor is offering a class focusing on business
- 5) 5-15 reports are useful
- 6) NE FOT conference upcoming
- 7) Gene Gendlin signed a document that all of his intellectual property will belong to The Focusing Institute upon his death.
- 8) Pause for Peace -- Catherine is hoping to meet with Doralee Grindler Katonah soon. We raised some money to produce a video for the Arabic-language project for use in raising funds. Discussion ensued that collateral materials that could be produced: videos to sell, the Institute could edit a book, so we would have several pieces to showcase the philosophy in action. Project on the Revolutionary Pause and Focusing -- items to get this out into the world.
- 9) Showed the FISS postcards and a 3-fold brochure about Focusing. Board members said they would hand them out and made some suggestions.
- 10) Catherine has requested a proposal for rolling out website overall in stages and is awaiting it.

V. TREASURER'S REPORT

We have a new normal. We have 4 main areas of activity: Memberships, Advancement (donations and grants), Workshops, Salaries. The executive committee is looking to finalize a process for getting to a budget going into next year. We want a budget that gives direction for going forward. What do we want to put our energies behind as new goals for 2016? What do we think is going to be doable and what do we want to have as goals? If we project very modest increases in donations and memberships, then we need to keep costs down to a minimum. In August, we had very few losses but all the big costs came in from the workshops. There was a request to get a single document monthly with updates.

VI. BOARD'S ROLE IN FUNDRAISING

We're asking each board member to follow up with the same people that they had spoken to earlier this year. We are also trying to organize a larger phone campaign and perhaps organize a wider campaign including Coordinators to reach out regionally. There was a request to coordinate that with the Membership committee. We would want to create multiple scripts. It was mentioned that some

Coordinators are eager to have more of an input, and we could send them "kits" that are downloadable with videos and training materials.

VII. NOMINATING PROCESS

The document outlining the nominating process was discussed. It was suggested that it would be good to create a job description which lets people know how much time is required. Board members will read the proposed process in the hope of approving it by Monday, so that Catherine can show it to the International Leadership Council on Tuesday.

VIII. MEMBERSHIP COMMITTEE

Susan Lennox will be convening a Membership Committee. She presented a document with possible strategies for increasing membership and income from it, tied to a clarification of benefits of membership. A possible dues increase was mentioned as was outreach to clergy. Many Focusers have never been asked to be members and means of changing this are needed. Possibility of dues increase was discussed; how to maximize what we've already got; how to generate new markets. Generate testimonials about people who have been helped by Focusing, and put next to it, "Donate now" or "Become a member." How do we serve who we've got? How do we involve our members in our membership drive?

IX. CHILDREN FOCUSING TASK FORCE

The Children Focusing Task Force report has now been released. The hope is that some working groups will emerge from this.

X. STRATEGIC PLANNING UPDATE

Jim Iberg reported that the next step has been the small groups of two board members and two ILC members. Two of the three groupings have not yet met.

XI. PRIME MOVERS

Mary Jennings will be prime mover for the felt sensing meeting.
David Rome will be prime mover for the November board meeting.

The next regular board meeting: November 3, 2015 at 3pm Eastern Standard Time

TO DO'S arising from the meeting:

Catherine Torpey (or staff) will

- Put September minutes on the Forum
- Put link to CF Task Force on Forum
- Mail FISS postcards to board members (double amount to Susan for David) and other CC's in US, especially on West coast
- E-mail the 3-fold brochure about Focusing
- Generate a one-page financial update monthly

All board members will

- respond to the Nominating Committee process
- send comments to Susan on the final conflict of Interest draft before the June 17th interim meeting.

Submitted by Catherine Torpey