



# THE INTERNATIONAL FOCUSING INSTITUTE

*Building on the work of Eugene T. Gendlin since 1979*

## **Board of Trustees**

### **MINUTES**

September 13, 2019

#### Documents sent via email prior to meeting

- TIFI Policy Clarification for Coordinators (from ILC)
- Carta letter from Spain 2018.10
- TIFI Reply to Ibero-American Coordinators

PRESENT: Paula Nowick, (President), Leslie Ellis (Vice President), Nelle Moffett

ABSENT: Hanspeter Muehlethaler (Treasurer), Nancy Falls, Peter Afford and Catherine Torpey.

PRIME MOVER: Paula Nowick

Due to the small group, this was an informal meeting.

#### I. GOODWILL CALLS

- Paula inquired if the Board members had received an email from Catherine with details regarding their Goodwill calls. All present had received them and were clear on what to do.

#### II. ANTICIPATED DEFICIT

There was a discussion of the concern about the possibility of a year-end deficit.

##### COURSES

- There was discussion about whether ending contract courses before replacing the income was unwise

##### FUNDRAISING

- Samantha, our new fundraising assistant is going to be making a one hour presentation to the Board at the next Board meeting.
- Fundraising is a Board responsibility and the hope is for Samantha to help develop skills to be able to take some part of the fundraising.

##### COST REDUCTION

- Catherine was requested to look at operations and see what overhead can be reduced and propose some things.
- New Board member(s) who have that skill or who have a network of potential donors should be sought.

#### OUTREACH

- We may want to more effectively reach out to new blood and potential new sources of income. Where can we expand and grow that we haven't considered yet?
- The idea of using other language other than Focusing to attract and connect people was discussed. Ideas such as: Encouraging people to get in touch with their *intuitive body wisdom*. The word "*mindfulness*" (instead of meditation or Buddhism) was cited as an example of that.
- Something similar could be done with TAE.

#### VISION & PRIORITIES

- The Board ought to work with Catherine to create a 5-year plan for income generation.
- It would be important to know what the current membership values as a part of visioning.

#### III. MOVING FORWARD, POSSIBLE NEXT STEPS

- More income quickly
  1. Possibility of re-instating contract courses
  2. Importance of fundraising
- Ask Catherine to review the operations/overhead and make suggestions for cost reductions
- Improve financial reporting. True expense of courses/workshops/conferences must include cost of staff time. Hire outside accountant if needed.
- More effective strategy with outreach.
- Create a survey to membership

#### IV. MEETING CLOSED

*The next Board meeting will be Friday, October 11, 2019*