

Minutes of the Meeting of the Board of Directors



Center for the Well Being, Inc.

PROCEEDINGS

The Board of Directors of Center for the Well Being, Inc. held its regular quarterly meeting on **Thursday, October 22, 2020 at 4:30 pm.**

The following directors, constituting a quorum of the full board, were present at the meeting:

- Kim Muehlbauer
- Freya Muehlbauer
- Thorsten Muehlbauer

Due to COVID-19, we have continued to hold all of our workshops online using Zoom. Using this platform adds an additional \$16/month fee.

FINANCIALS

SunTrust Bank account: ending balance on bank statement was about \$2,850 on 10/22/20 in savings; with more pending PayPal Giving Fund donation transfers on 10/26. Our balance has not increased much at all due to costs of marketing for workshops, paying for supplies for the free herbal care packages through our initiative, and other admin costs. We are not receiving enough donations from our workshops, therefore using savings from previous workshop before COVID. Therefore, we had to scale back on marketing and scale back programs that were not returning on investment. To offset lack of donations, we offered seasonal herbal packages to solicit donations.

Grants/Funding: We are continuing to search for potential grants/funders. Kim applied for a 5,000 dollar grant through ECS Federal LLC and are awaiting confirmation in December.

Donations: We continue to look for enticing ways to receive donations.

Meetup: \$98.94 for 6 months. **CHARGED AGAIN October 20th**

Go Daddy:

- Domain renewal cost of \$21.17
- Email renewal cost of \$71.88
- Website renewal cost of \$240.00.

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PROJECTS

The Well-Being's Herbal Allies Workshop Series*: We have held five HA Workshops during Corona thus far.

- **August** - \$75 (\$25 to marketing); 5 attendees (Virtual)
- **September** - \$0 (\$25 to marketing); 4 attendees (Virtual)
- **October** - Cancelled due to lack of response (\$35 to marketing)

DIY: Herbal Medicine Making Workshop (In person): We have held these workshops for immunity boosting for the fall. All social distancing and CDC health guidelines have been in place.

- **September** - \$215 (\$25 to marketing); 4 attendees
- **October** - \$70 (\$25 to marketing); 2 attendees

The Well Mind Program*

- **Mindset Matters Coaching Program:**

- One planned for November 24 with Rhaea Goff, Resiliency Coach

***Consider offering quarterly instead of every other month. ROI not worth time involved to prepare workshop content or marketing costs.*

- **Wounded to Well: Healing through the Chakras:**

- **July** - \$55 (\$25 to marketing); 5 attendees
- **August (last of the 2020 series)** - \$0 (\$25 to marketing); 6 attendees

***Need to reconsider how to generate revenue and entice people to make donations from workshops.*

Virtual Program: The Staying Well Program* (Virtual meetings only)

- **Staying Well Fireside Chats**

- None held this quarter

- **All Things Herbal Happy Hours**

- **August** – postponed due to vacation month
- **September** - \$0 (\$25 to marketing); 2 attendees
- **October** - \$0 (\$0 to marketing); 1 attendee

- **Spiritual Chats at the Kindred Spirit Café**

- **August** – postponed due to vacation month
- **September** - \$25 (\$25 to marketing); 4 attendees
- **October** - \$0 (\$25 to marketing); 5 attendees

Reevaluate whether these programs are worth the time and effort - each program requires \$25 marketing fee for each date in addition to content preparation – Reevaluated and decided to no longer pay for marketing for **All Things Herbal Happy Hour*

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Website: Continuously updating new initiatives and now highlighting From the Ground Up Botanicals as our herbal product line. This line is now in trademark approval process with USPTO. Also highlighting seasonal specials to prompt donations.

- Conducting a general update of the website
- Find a way to separate From the Ground Up Botanicals from Center for the Well Being to drive sales to the Wellness Mindset Coach website and then they will provide a percentage of the profits toward donations to the center.

Office Space: On hold due to COVID

BUSINESS PARTNERSHIPS

Developing Partnerships: Several businesses have reached out to either volunteer their services for the Center or market their businesses through the Center. Kim is being very discerning regarding which businesses she aligns to the Center to ensure adherence to our mission, continuing to add value, and maintaining our ethics. Example: we will not partner with CBD manufacturers because it does not align with our ethics and values.

- Kim could not attend the herbal conference (not held in person due to COVID) to network in September.
- Rhaea Goff is resiliency coach and is pairing up with Kim to do a Mindset Matters workshop in November.

MARKETING PLAN

MeetUp: continue to use for event advertising. We have over 115 members now. Considering halting use of this platform due to expense and no return on investment.

Instagram: \$25 for each event for 5 days with our demographic selection. This is becoming problematic because they are not sending them out to a consistent demographic, and not getting the same results it used to.

Biweekly email: to let subscribers know of upcoming events, new initiatives, and any other upcoming news. Goes out the 1st and 3rd Sundays of the month.

Snapchat and Instagram initiatives: Aim towards reaching younger demographic, giveaway format

Christmas present/gift set: Promote herbal products or coaching vouchers

Seasonal Special: Ran two of them, one summertime, and one fall immunity boosting, and will run a winter one near the end of November.

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REQUIRED FUTURE DISCUSSIONS AND ACTION ITEMS

TASK LIST TO DO BEFORE NEXT MEETING:

- Make list of applications and passwords – (Freya and Kim have been designated to complete this task)
 - Vistaprint, SignUp Genius, PayPal, PayPal Here, Meetup, NextDoor, Instagram, Google, Facebook, SunTrust
- Look for more grants. (Kim)
- Thorsten to coordinate initiative for younger audience dealing with anxiety and depression.
- **Put on hold until pandemic is over* Reach out to IBAA (International Buddhist Association of America) for meditation workshop...possibly speak at one of our workshops or special meditation workshop just for them.*

FUTURE DISCUSSIONS:

- Change of venue if possible, to have in-person workshops.
 - Holding Herbal Allies Workshops at 5318 Buxton Court, and determine where other workshops will be held, whether that will be in person or virtually.
- How to get payment in advance for workshops while still offering inclusive opportunity for those who cannot afford to pay.
 - We continue to discuss this as the strategies we have implemented don't seem to be producing the desired outcome
- Other ways we can get donations: new initiatives, new events, etc.
 - Social media initiative: Giveaway with tags to spread name

Dated: October 22, 2020

Thorsten Muehlbauer, Secretary of the Board of Directors