

**Minutes of the Meeting of Board of Directors  
of  
Center for the Well Being, Inc.**



The board of directors of Center for the Well Being, Inc. held its regular meeting on Sunday, April 5, 2020 at 12:00 p.m.

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

Kim Muehlbauer  
Freya Muehlbauer

**Proceedings**

**Due to COVID-19**, we held our last in-person workshop on March 14<sup>th</sup> for Immunity Boosting. We are planning to use the Zoom meeting application for workshops while we are quarantined. All workshops and events that were normally scheduled have been cancelled and rescheduled beginning with Wounded to Well on April 25<sup>th</sup> via Zoom.

**Financials**

- **SunTrust Bank account:** ending balance on bank statement was over \$2500 on 3/31/2020
- **Year-end Tax Forms:** completed and submitted in January
  - Kim filed on 1/18/2020
  - Used 990-N E-Postcard
  - Year-end totals for 2019 were as follows reflecting income generated starting in September 2019 with the first Herbal Allies workshop:
    - Workshop donations - \$547
    - Non-project donations - \$200
    - Fundraisers (one birthday fundraiser for Kim) - \$350 (met goal of \$350)
    - Start-up donations - \$4000 (from Kim Muehlbauer)
    - Total income for 2019 - \$5,097
- **PayPal Account:** PayPal Giving Fund charity donation account approved and have received commission-free, charitable donations through PayPal through this charity page ONLY, not through our standard PayPal account. Since March, we have received over \$500 charitable donations through this charity fund.
- **Grants/Funding:** We are continuing to search for potential grants/funders.
- **Donations:** We sent letters to all donors who requested charity donation letter for IRS.

- Some of our funds will be used for our NEW Community Apothecary, which distributes free herbal care packages to those in need during this COVID-19 epidemic.

## Projects

- **The Well-Being's Herbal Allies Workshop Series:** Have held two workshops starting at Kim's residence, where the apothecary is. Has generated significantly more revenue and profits than held in library.
  - In addition to these workshops, we began offering hands-on educational DIY workshops on immunity boosting. Kim taught participants how to make elderberry syrup and echinacea tinctures.
    - Since the DIY workshop, have had a lot of requests for various products from Kim's apothecary including dried elderberry, elderberry syrup, fire cider, echinacea tincture, wild cherry bark tincture and cough syrup, and other remedies not expected to be asked for.
- **New Initiatives in the Well Mind Program**
  - **Mindset Matters Coaching Program:** cut Mindset Matters coaching to once every two months to allow time for the hands-on herbal workshops. Will be alternating Mindset Matters and hands-on workshops every second Saturday of the month.
    - ROI not worth marketing investment, We paid more in marketing than received in donations in February.
  - **Wounded to Well: Healing through the Chakras:**
    - January workshop - Root chakra (reached room capacity at library)
    - February workshop - Sacral chakra (exceeded room capacity\_
    - March workshop – rescheduled due to COVID-19 shut down; we will hold the next workshop April 25<sup>th</sup> on Zoom
    - Feedback from workshops is very positive and will need a bigger room
- **Website:** Had about 6,000 hits over the last 30 days. Continuously updating new initiatives including the Community Apothecary, the Affordable Access program and application form, Elderberry and COVID-19 Facts, Free Narcan Kit initiative.
- **Office Space:** Walked through office space and determined that it was not appropriate for our purposes. Kim and Odis will continue to look.
- Kim uploaded and will continue to upload all Board Meeting minutes to the website under the 501(c)3 tab.
- GuideStar profile is updated and we have now been promoted from bronze to silver star.
- People who have signed up for our workshops is about 250 (on email list), with whom we regularly connect and keep up to date on monthly events.

## 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.

- CFTWB has partnered with Modern Green Goddess and will be presenting its first Fire-Side Chat on April 16<sup>th</sup> to discuss wellness tips.
- Also partnering with Modern Green Goddess on May 2<sup>nd</sup> for an Herbal Allies workshop on holistic skin care via Zoom.

### **Marketing Plan**

- **NextDoor:** Kim and the Center were banned for 30 days and will not continue that venue.
- **Eventbrite:** began using but cancelled events scheduled due to virus.
- **All Events: began using but cancelled events scheduled due to virus.**
- **MeetUp:** continue to use for event advertising. We have about 80 members now.
- **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.

### **Required Future Discussions and Action Items**

#### **Task List to do before next meeting:**

- Make list of applications and passwords
  - Vistaprint, SignUp Genius, PayPal, PayPal Here, Meetup, NextDoor, Instagram, Google, Facebook, SunTrust
- Look for more grants.
- \*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.
- Document our Communications Plan and Strategy for the workshops.

#### **Future Discussions:**

- Zoom meetings
- Change of venue from John Marshall Library to another local library (e.g. Richard Byrd)
- Kim will be going to Herbal conferences in June and plans to network with other herbalists and companies. Will recap for the next board meeting in July.

Dated: April 5, 2020

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Freya Muehlbauer, Secretary of the Meeting