

**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 Monday, January 20, 2020 at 9:00 a.m.

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

Kim Muehlbauer  
Freya Muehlbauer

**Proceedings**

**Financials**

- **SunTrust Bank account:** ending balance on bank statement was \$875.83 on 12/31/19
- **Year-end Tax Forms:** not due to IRS 12/31 - due 5/15 following year
  - 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:** received card reader and started to receive payments on account
- **Grants/Funding:** network for good grant was for purchasing additional goods, we will not pursue that avenue. Now that we have our 2019 tax forms filed and tracking financials, we can apply for more grants in 2020.
- **Facebook Birthday Fundraiser for Kim:** Giving Tuesday - raised \$90
- **Donations:** sent letters to all donors who requested charity donation letter for IRS
- **Venmo:** tried to set up an account, but could not due to it already being aligned to Kim's phone number. We have PayPal and PayPal Here with card reader, etc. to receive payments

## Projects

- **The Well-Being's Herbal Allies Workshop Series:** began September, we have held 5 workshops. Calculated man-hours per workshop is approximately 60 plus volunteers. Tracking donations, attendance, RSVPs, and marketing strategy to improve as we can. We will no longer hold these at John Marshall library. Continuing to search for a more appropriate venue.
- **New initiatives in the Well Mind Program**
  - **Mindset Matters Coaching Program:** Have had 3 workshops so far. Calculated man hours is about 40 with no volunteers. Tracking donations, attendance, RSVPs, and marketing strategy to improve as we can. Meeting at John Marshall library second Saturday of every month for one-hour in-person coaching. Led by Kim Muehlbauer, The Wellness Mindset Coach
  - **Wounded-to-well: Healing through the Chakras:** Launches January 25, 2020. Led by Kim Muehlbauer and Odis McKinzie. 7 monthly one-hour sessions held on the last Saturday of each month at the Richard Byrd library. Calculated man hours per workshop is approximately 50.

## Business

- **Website:** continuously updating with workshop pictures, info, new initiatives, blog. Began uploading past workshop presentations (with watermarked PDFs) for post-workshop access and display of quality.
  - meet up: we now have 71 members
- **Office Space:** Odis and Kim are looking for office space in Springfield, VA with workshop and event rooms (trying to move everything from libraries to one common space). Should have more to update at the next board meeting.
- Kim will upload all Board Meeting minutes to the Website under the 501(c)3 tab.
- Updated GuideStar profile to reflect new programs and projects.
- People who have signed up for our workshops is about 120, whom we regularly connect with and keep up to date on 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. E.g. 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 hosting our first Herbal Allies workshop together on February 1 on Holistic Skin Care: From the Inside and Out.

## Marketing Plan

- **NextDoor:** very little return, but is reaching to local community and several folks have signed up and attended workshop.
- **MeetUp:** reaches more folks than Next Door and are signing up and attending workshops. Very effective.

- Kim researched publication venues (newspapers/newsletters) and has determined most would not be a solid return on investment. Considered advertising in Kingstonian, Springfield Connection, Belvoir Eagle, Natural Awakenings, and Pathways.

### **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.
- Reach out to IBAA (International Buddhist Association of America) for meditation workshop...possibly speak at one of our workshops or special workshop just for them.
- Document our Communications Plan and Strategy for the workshops.

#### **Future Discussions**

- Adhoc workshops. need to discuss topics and which service provider to facilitate. Need to be planned at least 2 months ahead to coordinate space and proper marketing
- Brainstorm on fundraising activities
- Discuss ways to leverage relationships with our donors and outreach opportunities

Dated:

SIGNATURE ON FILE \_\_\_\_\_

Freya Muehlbauer, Secretary of the Meeting