

**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 Thursday, July 16, 2020 at 10:30 am.

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 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 over \$3000 on 4/27/2020 in savings. As of 7/15/2020 2308.43 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.

Grants/Funding: We are continuing to search for potential grants/funders.

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

Annual Report: Had to file Commonwealth of Virginia State Corporation Commission April 25th

Meetup: \$98.94 for 6 months.

Go Daddy: Domain renewal cost of \$21.17. Cost of website for 1 year will be billed later this month.

PROJECTS

The Well-Being's Herbal Allies Workshop Series*: We have held two HA Workshops during Corona thus far. We had one in May and one in June.

- **May** - \$25 (covered marketing costs); 7 attendees
- **June** - \$50 (\$25 to marketing); 14 attendees

The Well Mind Program*

- **Mindset Matters Coaching Program:**
 - **May** - 3 attendees; \$25 donation (covered marketing)
 - **July** - no attendees; (negative funds)

***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:**
 - **April** - 5 attendees; \$50 donations
 - **May** - 7 attendees; \$25 donations
 - **June** - 4 attendees; \$0 donations → negative into hole for marketing

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

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

- **Staying Well Fire Side Chats**
 - **April** - 6 attendees; \$100 donations
- **All Things Herbal Happy Hours**
 - **June** - 2 attendees; \$25
 - **July** - Happening 7/16/20
- **Spiritual Chats at the Kindred Spirit Café**
 - **June** - 3 attendees; \$0 → negative into hole for marketing
 - **July** - 2 attendees; \$0 → negative into hole for marketing

**Reevaluate whether these programs are worth the time and effort - each program requires \$25 marketing fee for each date in addition to content preparation.*

Planning to hold in-person medicine making workshops in August and September to generate revenue. Price per person paid upfront is \$25/workshop or \$40 for both. Workshops will focus on immunity boosting products; elderberry syrup, elderberry tincture, echinacea tincture, and fire cider.

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.

- Added new page for donations and ways to donate

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.

- CFTWB joined Modern Green Goddess and presented on her Instagram Live “Ways to Manage Stress and Anxiety” on July 12th.
- Joined **Volunteer Fairfax** in May to be on their list of non-profits to volunteer for and collab with in Fairfax county.
- Kim could not attend herbal conferences paid for in June due to the pandemic (they were cancelled) and has been trying to connect with other herbalists and herbal companies/suppliers. She intends to attend the next conference planned for September.

MARKETING PLAN

Eventbrite: No traction on this platform

All Events: No traction

MeetUp: continue to use for event advertising. We have over 100 members now.

Instagram: \$25 for each event for 5 days with our demographic selection

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:

- Change of venue if possible, to have in-person workshops.
- How to get payment in advance for workshops while still offering inclusive opportunity for those who cannot afford to pay.
- Other ways we can get donations: new initiatives, new events, etc.

Dated: July 16, 2020

Freya Muehlbauer, Secretary of the Meeting