

**Minutes of the Meeting of the 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 Saturday, November 2, 2019 at 4:30 pm.

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

Proceedings

Financials:

- **Bank Account** - Made several deposits from donations received. Will confirm total for the next meeting with statement.
- **Year-end Tax Forms** - due to IRS December 31, 2019. Our first year filing and trying to get ahead. Will be filling out as much paperwork as possible in November.
- **Paypal Account** - set up a Paypal Here account and app. Will receive card reader for payments from Paypal.
- **Grants/Funding** - Requested \$5,000 from Wegmans grant program on September 3. Was not granted. Applied for \$1,000 grant from Network for Good. Should hear back in two months. Have taken several grant workshops through Network for Good and Grant Watch. Waiting for our first tax statement to proceed with grant applications for 2020 because funders require financials.
- **Facebook Birthday Fundraiser for Kim** - Received \$350 from Network for Good and deposited into bank account.
- **Donations** - received multiple from all workshops. Began selling herbal products at workshops to generate profit and attempt to offset costs (including marketing). Created donations receipt letter template to send upon request to donors. Began sending letters to donors.
- **Workshop Financials** - tracked and listed total costs for start-up and tracking monthly costs for each individual workshop. Keeping receipts for reimbursement as possible.

Projects:

- **The Well Being's Herbal Allies Workshop Series** - Began in September. We have held three workshops thus far. Calculated man hours per workshop is ~ 60 plus volunteers. Tracking donations, attendance, RSVPs, and marketing strategy for each workshop to improve as we can.
- **New initiative for the *Well Mind* program** -
 - Beginning Nov 9, Mindset Matters Coaching Program launches. Meeting at the John Marshall Library second Saturday of the month for an hour for in-person group mindset coaching. Led by Kim Muehlbauer, The Wellness Mindset Coach.
 - Beginning January 2020, Wounded to Well: Healing through the Chakras launches. Led by Kim Muehlbauer and Odis McKinzie. Announcement made Nov. 2, 2019.

Business:

- **Website** - continuously updating with workshop pictures, information, new initiatives, blog, and more.
- **Meetup** - Set up account in mid-October and started posting events. Over 50 members so far :)
- **Business Talk Radio interview** - Kim Muehlbauer was invited to interview on BTR on Oct. 25, 2019 to talk about The Wellness Mindset Coach. She tied in the Center to the interview to gain publicity for the non-profit initiatives. Link to interview is posted on website along with transcript thereof.
- **Mid-Atlantic Women's Herbal Conference** - Kim attended Sept. 27-29 to network with other herbalists and companies, attend workshops to see what current trends are, and bring back products.
- **Office Space** - Kim looked at building at Gunston. Perfect location in Lorton near Ft. Belvoir and I-95. 1800 sq. ft. About \$4,000/month. Odis is working with realtors to find space and design.
- **Google Drive** - set up Drive and loaded documents into files.
 - passwords to accounts
 - Sunflowers1776 or Sunflowers1776!@#
 - Facebook: Make additional members admins @centerforthewellbeing
 - Instagram: centerforthewellbeing

Business Partnerships:

- **Developing partnerships with others:**
 - International Buddhist Association of America for meditation techniques with a monk.
 - Healing Touch Counseling and Wellness, LLC. for workshop presentations and potential Board member.
 - Limitlessness, LLC. for The Wellness Mindset Coach service for presenting at workshops.
 - Looking for future affiliates, additional service providers who can present at the workshops and support our mission
- Kim is going to health and wellness expos and events from Fairfax County government and other sponsors in search of potential connections for the Center.

Marketing Plan:

- Will NEVER market on FaceBook again. The ROI was \$0, loss of \$70 and no sign ups. ROI through Instagram was much better and less expensive. Marketing 10 days prior to the event seems to be the best timing.
- **Marketing on Next Door** - in effect, TBD what happens.
- **Marketing on Meetup** - in effect, TBD what happens.
- **FC Marketing Calendar** - requested HA workshops to be put on Library adult programming calendar; response was no.
- **Next meeting will not be in December due to tax preparation. Will be held the first week of January 2020.**

Required Future Discussions

Task List to do before next meeting

- **Venmo** - need to set up Venmo account
- **GuideStar** - Update current programs
- Make list of applications and passwords
 - Vista Print
 - Sign Up Genius
 - Paypal
 - Meetup
 - Nextdoor
 - Paypal Here
 - Instagram
 - Google
 - Facebook
 - Suntrust
- Look for more grants to apply
- Reach out to IBAA (International Buddhist Association of America) for meditation workshop...possibly speak at Herbal Allies Workshop, Mindset Matters, or special session just for them

Dated:

SIGNATURE ON FILE _____

Freya Muehlbauer, Secretary of the Meeting