

# Minutes of the Meeting of the Board of Directors



## Center for the Well Being, Inc.

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### PROCEEDINGS

The Board of Directors of Center for the Well Being, Inc. held its annual meeting on **Friday, December 31, 2021 at 10:30 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 held all of our workshops online using Zoom. Due to the budget, we discontinued the monthly payment of \$16/month fee.

### FINANCIALS

**SunTrust Bank account:** We have decided to move this account from SunTrust to PenFed in the interim before finding a longer-term solution. SunTrust has begun charging a monthly fee and did not allow online access to the account without notifying us of the change.

Our balance has not increased much at all due to lack of donations, costs of website maintenance service, 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 prior to COVID. We are not marketing due to costs and changes in social media platforms demographic effective reach.

To offset lack of donations, we offered seasonal herbal packages to solicit donations.

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

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

**Meetup:** We cancelled the account due to lack of ROI on the \$98.94 for 6 months fee. Meetup was not transparent about their automatic charges and charged us again in April after turning off automatic charges.

#### **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

**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

### MARKETING PLAN

**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.

**Vouchers:** Promote mindset coaching and herbal consultations.

**Seasonal Special:** Continue to run 4 seasonal specials throughout the year using From the Ground Up Botanicals.

### 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, NextDoor, Instagram, Google, Facebook, SunTrust, PenFed
- Look for more grants. (Kim)
- *\*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.*

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### **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
  - People don't want to pay for workshops, but if they don't, they aren't held accountable for their RSVP. All other businesses have PAY IN ADVANCE and non-refundable fees.
- Other ways we can get donations: new initiatives, new events, etc.
  - Social media initiative: Giveaway with tags to spread name

**Dated: December 31, 2021**

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Thorsten Muehlbauer, Secretary of the Board of Directors