

# 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 30, 2022 at 10:30 am.**

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

- Kim Muehlbauer
- Freya Muehlbauer
- Thorsten Muehlbauer

### FINANCIALS

**SunTrust Bank account:** We closed the account entirely and transferred all funds to a new account with Capital One. Account information is kept on file in the office.

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 marketing due to costs and changes in social media platforms demographic effective reach.

**Virtual Communications:** Due to the budget, we discontinued the monthly Zoom payment of \$16/month fee and now use a donated account from Limitlessness, LLC.

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

**Donations:** We continue to look for enticing ways to receive donations. To offset lack of donations, we offered seasonal herbal packages to solicit donations.

#### **Go Daddy:**

- Domain renewal cost of \$21.17
- Email renewal cost of \$71.88
- Website renewal cost of \$240.00.

### PROJECTS

**Website:** Updating new initiatives and highlighting *From the Ground Up Botanicals* as our partner in herbal product line. Also highlighting seasonal specials to prompt donations. Conducting a general update of the website.

**Office Space:** Continuing to search for potential space.

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### MARKETING PLAN

**Monthly email:** to let subscribers know of upcoming events, new initiatives, and any other upcoming news. Goes out the 1st Sunday of the month.

**Vouchers:** Promote mindset coaching and herbal consultations. Percentage of proceeds received as donations.

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

### REQUIRED FUTURE DISCUSSIONS AND ACTION ITEMS

#### TASK LIST TO DO BEFORE NEXT MEETING:

- 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.*

#### FUTURE DISCUSSIONS:

- Change of venue if possible, to have in-person workshops.
  - Holding Herbal Allies Workshops at home office 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.

**Dated: December 30, 2022**

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Thorsten Muehlbauer, Secretary of the Board of Directors