

FIC Bd/Org Meeting Minutes

Twin Oaks Community

Louisa, VA

Oct. 27-29, 2018

Day 1 - Sat. Oct. 27

9am - Noon:

Plenary

- **Housekeeping** - announcements from Community/host, any initial questions or needs?
- **Opening** - bead ceremony, intentions for meeting (write on something shared), light candle, meditation
- **Check In** - personal reflection and sharing (2-3 minutes each)
- **Reflections on FIC** - (2-3 mins) Why are you involved with FIC? Why are you part of this movement? Strengths and weaknesses of FIC, how is it fulfilling or falling short of your expectations or its potential?
- **Agenda Review** - confirm schedule and attendance of breakout sessions over the next few days, based on today's conversations, and referencing the notes below. (Fall 2017 Agendas: [Staff](#), [Board](#).)
- **2018 Financial Review & 2019 initial budget review**
- **Strategic Plan Review** - Look at [Spreadsheet](#)

Noon - 1pm:

Lunch

1 - 2:30pm:

Plenary

- **Capacity assessment and enhancement** conversation with Susan Stoddard
- **Land Trust project**

2:30 - 3:00pm

Break

3:00 - 4:00pm:

Board Breakout sessions

- **End Of Year Fundraising** - *Carrie, Sky, most of Board*. See draft [2018 year-end fundraising plan](#) including statistics.

Staff Breakout sessions

- **CMag** - Blog, Patreon, ambassador, evaluating by-donation digital - *Chris R, Christopher, Kim, Marty*

4:00 - 5:00

Board Breakout sessions

- **Board recruitment** - in alignment with emerging org direction, conversation with Courtney
- **Committees check in**

Staff Breakout sessions

- **Staff Meetings/Project Management**

5:15 - 6pm:

Harvest - In Aurora - Report backs, notes and tasks captured, reflections

6pm:

Dinner

7ish:

Shared Understanding Conversation

Day 2 - Sun. Oct. 28

9 - 10am:

Plenary

- **Networks and Allies:** GENNA Alliance, New Economy Coalition, others

10 - 11am:

Brunch

11am - 3:00pm:

Plenary

- **Development Plans**
 - **Community Connect** - AKA Matchmaking, Directory 3.0, fundraising, plans
 - **Planet Community** release and fundraising for season 2
 - **Community Engagement, Membership, etc.**
- **Logo, branding, letterhead, etc.**
- **Community Land Trust for Collective Liberation, take 2**
- **If time, Thought Experiment** (or save for evening)

3 - 5pm

Mixed Breakout session

- **Budgeting and financial reporting** - *Christopher, Sky, a couple Board people*
- **Website check in** - Communication, expectations, prioritization

5 - 6pm:

Harvest

6pm:

Dinner

7ish:

Optional, fun, hangout, etc.

Day 3 - Mon. Oct. 29

9am - Noon

Board Breakout sessions

- TBD by Board, or Join Breakouts

Staff Breakout sessions

- **Data management & CRM** - *Christopher, McCune, Pavan, Sky*
- **Directory** - listing questionnaire, policies
- **Bookstore** - Various questions about future of Bookstore

Noon - 2pm:

Lunch & Break

2 - 4pm

Plenary

- **Reports Back from Morning Sessions**
- **Futurecast** - Review our progress on goals, and edit, adjust, or add to 5 Year Organizational Targets.
- **Org Mtgs** - Frequency and timing going forward - online and/or in-person. Proposed board meeting on west coast in June, then full org next January (establish that as new “regular” meeting schedule)
- **TTD** - Make sure any follow up is tasked out

4:30 - 5:30pm

Plenary

- **Summit Evaluation** - Review what we loved or would change about these meetings.

- **Closing Ceremony** - to be determined

6pm:

Dinner

7ish:

Just chill or something fun or relationship building or visionary or something

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Reference:

Plenary Sessions

- **Housekeeping** - announcements from Community/host, any initial questions or needs?
- **Opening** - bead ceremony, share intentions for meeting, write on shared paper, light candle, meditation
- **Check In** - personal reflection and sharing (2-3 minutes each)
- **Sharing/reflections on FIC** - Why are you involved with the FIC? Why are you part of this movement? Strengths and weaknesses of FIC, how is it fulfilling or falling short of your expectations or its potential?
- **Agenda Review** - confirm schedule and attendance of breakout sessions over the next few days, based on today's conversations, and referencing the notes below.
- **2018 Financial Review & 2019 initial budget review**
- **Strategic Plan Review** - Look at [Spreadsheet](#)
- **Logo, branding and related docs**
- **Shared understanding**
- **Networks and Allies:** GENNA Alliance, New Economy Coalition, others
- **Capacity** - conversation with Susan Stoddard
- **Budgeting and financial reporting** - *Christopher, Sky, a couple Board people*
- **Website check in** - Communication, expectations, prioritization
- **Bookstore** - Various questions about future of Bookstore
- **Community Connect** - AKA Matchmaking, Directory 3.0, fundraising, plans
- **Planet Community release and fundraising for season 2** (consider [Seed & Spark](#))
- **Futurecast** - Review our progress on goals, and edit, adjust, or add to 5 Year Organizational Targets.
- **Org Mtgs** - Frequency and timing of going forward
- **TTD** - Make sure any follow up is tasked out
- **Summit Feedback** - Review what we loved or would change about these meetings.
- **Closing Ceremony** - to be determined

Staff Breakout Sessions

- **Meetings/Project management** - Communication, collaboration, coordination. Review of weekly staff meetings - going well? Spreadsheet that we didn't start using. Reflections on communications/planning.
- **Data management & CRM** - *Christopher, McCune, Pavan, Sky, Carrie*
- **Website check in** - Communication, expectations, prioritization

- **Bookstore** - Various questions about future of Bookstore
- **Directory** - listing questionnaire, policies
- **Community Connect** - fundraising, plans

CMag Breakout Notes:

- **CMag** - Blog, Patreon, ambassador, evaluating by-donation digital - *Chris R, Christopher, Kim, Marty*

Board Breakout Sessions

- **End Of Year Fundraising** - See draft [2018 year-end fundraising plan](#) including statistics. *Carrie, Sky, most of Board*
- **Land Trust project** - Here's a current draft of [the description](#), a [draft 2-year budget](#) and a draft [job description](#) for the Project Director. Susan Stoddard (who has been collaborating with Sky, Cassandra and Yana on this initial work) will be with us.
- **Board recruitment** - in alignment with emerging org direction, conversation with Courtney

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Extra stuff

- **Thought Experiment** - we are an education focused non-profit. If we were tasked with starting a new successful education outfit from scratch in today's age, what would it look like? Next -- how might we innovate or shift our offerings based on this? (For example: more video, more ways to connect to experiences in communities or to forming groups, a better blog, more Events, etc?)

Where are we Now? - Briefly check in on results from [last year's plans](#). *Review list below to Frame Breakouts.*

Brand - Staff agreed that brand and logo should be updated. *What is our plan to roll out the brand?*

Website - Staff approved mockups for new website pages, new pages up. *Confirm new pages to come.*

Digital Issues by Donation - Review results, reflections, adjustments. *How to increase downloads?*

Planet Community - Review campaign and results. *Plan to promote and funds for next seasons?*

Bookstore - Review inventory, sold/going out books, profit/loss sales & strategize to move forward.

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For Reference to Breakout Groups:

General:

Brand - we agreed that the name for FIC should be changed, and that we would like to see a new logo, colors, and other enhanced branding elements across the organization. Now all of that is underway! The Board agreed to update the name, to Foundation for Intentional Community, and a logo is being designed. We now need to coordinate an organization-wide plan for how and when to implement and roll out these changes. Here is a document that outlines our [Branding Strategy](#), and here are quick links to an early [summary of the survey results](#) for [FIC's 20 survey responses](#), and 125 [Member, Donor, Subscriber responses](#). Here are some notes:

Feedback from FIC:

Cons: homegrown, dated, old, out of touch, unrealized, overwhelming, chaotic, unfocused, self-absorbed, rural, white.

Pros: Supporting, connecting, inspiring, sustainability, real, resourceful, creative, ambitious, connecting, potential.

Aspirations: Alive, fresh, while wise and experienced. Focused. Diverse. Agile, Easier to use and to Navigate. Stunning Brand. Modern, relevant, savvy, accessible. Lose the word "Fellowship." Less banners, text, sidebars. Solvent!

Advice: simplify website, less text, change brand, get rid of "intentional community", less hippy, more urban, diverse, universally accessible. Organization needs better connections with more broad range of communities (not just a few).

About our content/approach: "Headlines and brief lead-ins to links about what is community, what it has meant to humanity, how it's been lost and what can be done to reawaken it. Same for inspiring stories about examples of community revitalization in all situations: cities, rural, developed nations and developing nations and experimental settings like Ecovillages, refugee camps, prisons, etc.. Same for exciting projects and resources to revitalize community."

References: [lisc.org](#), [oberlinproject.org](#), [c-ventures.org](#), [bealocalist.org](#), [ica.site-ym.com](#), [cdfi.org](#), [asla.org/sustainable](#)

Feedback from Members, Donors, Magazine Subscribers:

Notes: some responders came just as magazine subscribers, but most use many of our resources and support us in multiple ways. Looks like at least half of the responders live in community. Mostly 50, 60, 70 year olds answered. Most respondents would recommend us to friends who want to start, find, or connect to community. Some people were really turned off or rejected the idea of branding as a tool of consumerism (then they offered Apple.com for reference, haha.)

Reasons to Engage: hope, future, better world, **connection to/support of movement, largest directory of communities, best or only resource for ic's**, trustworthy access point to community building activities, experience in communities, visiting communities, FIC's Vision/Values/Mission, culture of support, alternative lifestyles

"You are the primary way to meet others who want to build community"

Would like FIC portrayed as: welcoming, **inclusive, educational**, resources, **easy to use, accessible**, supportive, respectful, sharing, values based, essential, ecological, **community**, cooperation, **sustainability**, respect, **wisdom**, family, progressive, professional, **relevant**, visionary, participatory, collaborative, supportive, helpful, **inspiring**, practical, serious, caring, intelligent, engaging, forward-looking, financially strong, solvent, scientific, creative, empowering, grounded, credible, apolitical, nonjudgmental, revolutionary, positive, hopeful

Aspirations: **more research shown, more organized, improve website search**, brand and website overhaul, get rid of Fellowship, too many words and colors, modernize; facilitate more functional trading between communities, connect more to homesteading movement, a better approach going from simpler to deeper, lots of full width **pictures**, increase discoverability of articles, connecting to funding for communities, easier to edit community listing, not fringe, more diversity

of lifestyle, color, culture, age, etc., ability to connect to alternative living people, Youtube videos on how to do things. Ted talks on changing culture.

Advice:

"I would like the emails about the magazine to be less busy with shorter content. I have trouble keeping up with my email. I intend to read the magazine but rarely do. I need to be really drawn in."

"I have a lot of disposable income. I support FIC because I care about intentional community and don't want to see the organization go under. That said, many emails I have received from FIC have suggested the organization is not well run and not doing well financially. I can't wholeheartedly recommend to folks to engage with FIC unless they are deep in the intentional community space or I see more value from the organization."

"I appreciate Sky Blue's vision and leadership."

"up-date communities registered on directory; up-date the style (design); yearly invitation to up date our community profile"

"I suppose you figured out your website looks terribly old and un-intuitive."

"I feel empathy for FIC. I want it to succeed. However, I do not advocate for it because it strikes me as too hippie. Stop looking like a hippie commune. Thank you. I send you my best wishes."

"For me FIC is the go to place for information and inspiration as both a person with a dream of establishing community and, for someone interested in finding a community, there is no better place to go. I recommend FIC all the time."

"I think you are doing great. More! Engage more directly w other thought leaders in progressive/alternative world - invite contributions from, for e.g. Bill McKibben, Charles Eisenstein, Ken Wilbur, Naomi Klein, Thomas Greco, Arnie Mindel"

"It is a great national resource that brings a lot of recruits to us that have some knowledge of intentional living."

"honestly, we have gotten very little use from our membership; people who contact us from the directory tend to not actually read our profile. we get a lot more value from our membership in wwoof."

"I'd recommend it for its wealth of information and connections to creating sustainable communities. I might be hesitant to recommend it to friends who are more "mainstream" or friends of color who don't see themselves strongly represented."

"Make sure the right hand knows what the left hand is doing and vice versa. When I was a subscriber to the magazine, I would get FIC membership renewal notices asking me to subscribe to the magazine, and then I would get separate notices from the magazine asking me to renew the subscription at a different time. Synchronize the renewals, so that someone is not accidentally getting 2 magazines at once."

References: YES! Magazine, High Country News, GEN, HomePower.com, resilience.org, Dwell and Afar magazine, Kosmos, NASCO, Apple, couchsurfing, <https://teachingdrum.org/>, <https://equalitycanada.com/>, <http://honeybadgerbrigade.com/>, <https://www.rubinreport.com/>, <https://www.thetransition.org/>, <https://c-realm.com/>, <http://www.thaddeusrussell.com/>, <https://schoolsucksproject.com/>

Meetings - weekly meetings have been great. Hard to believe they are only 1 year old. Would be great if we kept a more active and up to date list of our priorities in each area (such as Monday.com, GitLab, or Trello.)

Google Ads - removed AdSense Ads from our website! Sent out a newsletter and blog post about this, but more could be done to fundraise off of this (perhaps including it in Membership renewal letters or something.) I activated our Adwords Grant, so there are ads for some of our pages and offerings when people are doing

searches on Google. This is now yielding about 1,000 clicks to our site per month! At this pace we're still only using about 1/20th of the allotted grant! So I will create a lot more campaigns and ad groups, targeted more deeply at our various offerings, and connecting various popular related searches out there to our site. Are there any ideas for campaigns to focus on here? :) We could make topic pages for each of our values, for instance.

Finance - Quickbooks Online is set up! Kimi imported our data over the last couple of years, and now all of our sales and donation financial information goes into there, cataloged neatly. (Has this reduced any time inputs or headaches at all Kimi? Are there any other ways you'd like to see this moved forward? :) So far, the budgeting tool is not sufficient to do the kind of work I need with the numbers, so it is not perfect for us yet. But the other reports on demand, by any member of staff or board who needs it, are great!

Website Design Updates - New main pages we approved last time are now live for: [Home](#), [Directory](#), and [Support](#) (development). Next: new [Bookstore](#) and [Magazine](#) pages (mockups approved last year); anything more on [Support](#)? Then: Events, About, Community Types, Partners, Blog. Also, move to 1 right sidebar in Directory results, Blog, Classifieds, Wiki (& general pages). Here is [1 Sidebar mockup](#). If yes, increase banner ad width, decrease height, to fit more with better messages; transform center banners into top banner ads. Also add the Development and Social Media focused sub-footer from the home page to all pages (except for store pages or form pages.) Plan and Implement all brand changes, including logo, color of nav, font, CSS, etc. Also -- we need high quality photos of communities to update the slider on the home page and other pages.

Website Tech Issues - What can we do to improve the speed and consistency of handling technical issues and support with the website? Some new/updated system or understanding on the ticket labeling, making sure everyone is subscribed to tickets or knows how to check up on them, adding a Kanban system plugin, etc.? Also, let's make a set plan to work through "technical debt" and to carve out time for new features. For example how about 50% of the time is for supporting the team's immediate needs, 25% for past issues, 25% for features and the future? Once the past issues are gone, and/or when there are no immediate needs, more time can go to the future, features, and more fun stuff! Will this work for Pavan, or which piece(s) does he want? One more thing, how can we gain access to editing slider and other content on Home and other new pages?

GDPR - Huge legislation from the EU governing the security and privacy of data, which applies to our site because people from the EU access our site. I found a plugin and some resources that can help us to make sure everything is up to snuff. I will work on this over coming months, with a target of being compliant by 2019.

Info System - Transitioned newsletter system to MailPoet! Where are we on past Members, Donors, and Bookstore sales? If we have these in, can we stop maintaining dual copies in the old databases? Notes: I reviewed more options provided by NEC list on this topic. Two main paths: separate or integrated with WooCommerce. Separate gives us more options, however, makes it so that we have to manually update it, and we might not have all the info in there (could be development focused). Integrated is preferred, and we have a list of these [10 recommended options](#).

[Zero BS CRM](#) looks awesome! Runs within WP as plugin. Free base, then buy extensions individually or \$199/yr for ALL extensions + Priority Support (we need: WooSync (\$49), Sales Dashboard (\$129), and Advanced Segments (\$49), and maybe Bulk Tagger (\$29).)

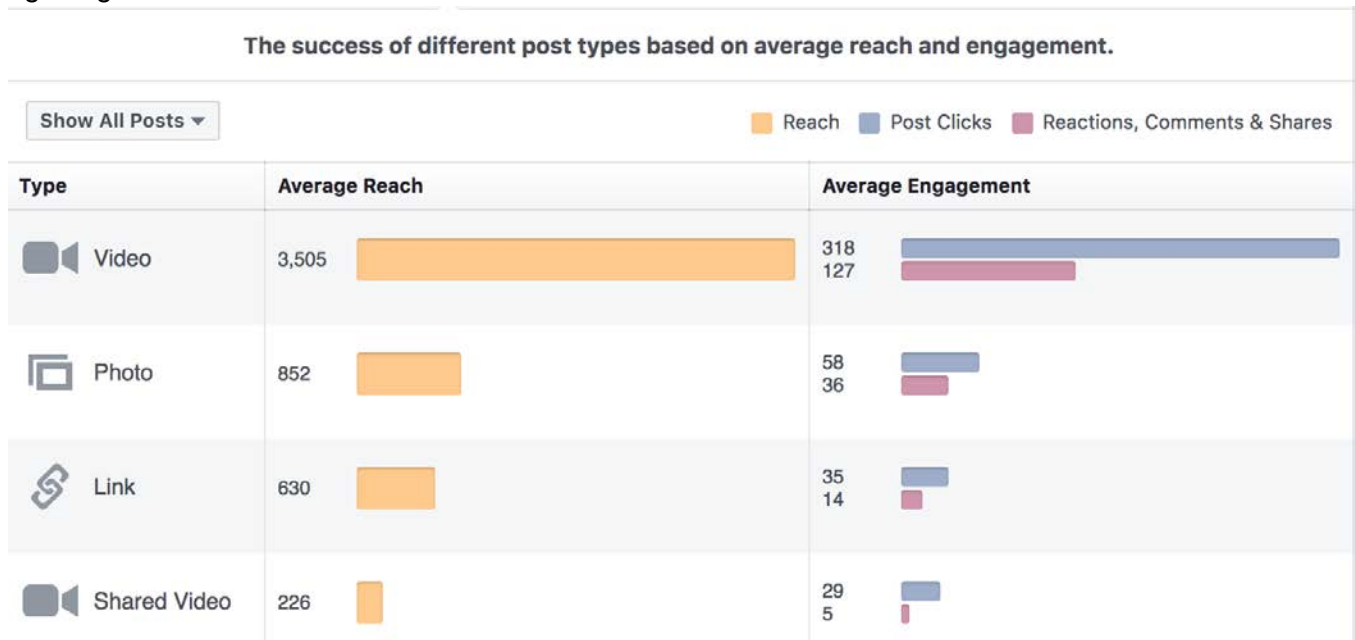
[Agile CRM](#) - has a free WooCommerce plugin. Powerful CRM, TONS of features/functionality/integrations. Free up to 10 users for basic, or \$9-29/user/mo for advanced features we probably want. Also tracks customer webpages visited as well. Includes 'smart popups' for personalized deals based on a number of factors.

1. [Zero BS CRM - autosync w/WooCommerce, trust their ethos, \\$199 per year for all extensions](#)
2. ~~[Metriilo - starts at \\$59/mo, up to \\$199 per month, based on web traffic. No way we can afford this.](#)~~
3. [Agile CRM - \\$110-\\$350 per year, depending on features; track use, cart abandonment! popups](#)
4. ~~[Ninjodo - very simple, live chat support, focuses on marketing. Starts at \\$49/mo \(5 users\)](#)~~
5. ~~[Salesforce Connector for WooCommerce - F - Salesforce. Way too complicated & expensive.](#)~~
6. ~~[WooCommerce CRM - \\$108/yr, unlimited fields; too simple & amateur, slow support, Code Canyon](#)~~
7. ~~[Sales AutoPilot for WooCommerce - focused on inbound marketing and emailing, not CRM](#)~~
8. [WP ERP - https://wperp.com/crm/ - It looks pretty good, too lightweight? - \\$149+\\$99 = \\$250/year](https://wperp.com/crm/)
9. ~~[WP CRM System - \\$200/year, too rudimentary](#)~~
10. ~~[WooCommerce Integrations with Email Platforms - suggestions just for email, which we don't need](#)~~

eNews - Transitioned to MailPoet! Multiple people are building newsletters, making and sending to various lists, and seeing analytics on how well their newsletter performed. Let's look at those results and see what we can learn about the subjects and titles that generate more clicks. Also, we are only scratching the surface on the lists and automated emails that could be set up, such as emails for certain purchases or actions on the site.

Social Media - scheduling about 10 posts per week, about 2 every weekday. Was at 12 and 2, now at 1 and 3pm. Large variety of content (videos, memes, resources, news, newsletters, CMag articles, partner events, etc.) I am actually really enjoying this role, including the copywriting, scheduling, and analytics aspects of it. I am getting better and faster at finding and sharing content, and promoting our partner happenings. Only typically writing 1 blog post per week; I think it should be at least 2. Going well, boosted shares, comments, likes. Adding 175 likes per month (6/day). Now about 2,000 per year. How do we grow our Likes even faster?

'Insights' data shows that video is receiving 5x the average reach and almost 10x engagement! Memes are also getting about half of that increase over links. Meanwhile links are still our main content source.



Data also shows that we are up about 3,000 Likes (about 20%) in 2 years:

Total Page Likes as of Today: 14,815



Magazine:

Digital Issues - update on success, overall subscription, back issue, product sales. As of Oct 10, 2018:

Race, Class, and Privilege - #178 -- 1067 Downloads for \$1,200 in Donations + 64 Print for \$370 = \$1,570

Ecobuilding - #179 -- 340 Downloads for \$120 in Donations + 23 Print for \$125 = \$245

Networking Communities - #180 -- 226 Downloads for \$235 in Donations + 36 Print for \$85 = \$320

Blog - reposition Blog to be the online part of the Magazine -- It needs a name, a design, and some planning. Here is an example of a [really clean blog](#)/website design.

Syndicate Articles - Create partnerships to share our articles more regularly online? Places such as medium, apple news, Yes!, Permaculture, Kosmos, HuffPost, Elephant Journal, etc. (consider link meta-tag for search engines showing which is the original content, to protect SEO for both sites)

Issue Ambassador - I am supposed to pick that up through Social Media (that was an idea of one of the roles of the position) but I am really not doing a good job on this. I dread it and don't end up doing it. (I just got out of the ad business, in part because of the constant research it requires.) We need someone who is freaking on it! I wonder if Kim Kanney or Gigi might be interested in this? Or save it for our new Social Media Manager?

Consider Patreon - It's like an ongoing kickstarter where people choose their level of recurring monthly donation (patronage). The idea is that people may be willing to give \$1 or \$2 per month, or \$5 or \$10 or \$100 per month, to support the magazine, in exchange for various levels of ongoing "perks" that we can define. From what I saw, if we are able to get 50-100 patrons or so, it could bring in \$500-\$1,000 every month! It may detract a few people from subscribing the conventional way, but it may also encourage them to support more, and overall I think it could bring a new audience and create a little community to support the magazine.

Improve Retention - improve renewal materials, letters, and emails based on new branding and new ideas.

Development:

End of Year Fundraising - Let's do everything we can to end the year in the black! (in the positive). If we can pull this off it will be the 3rd year in a row, for the first time in more than 15 years!

This could be a profound announcement that Sky can make with a Letter from the Executive Director, which can go out digitally and physically throughout all our channels. It could land really well as part of our "new story" that we are not only updating our brand and logo, we are also steadily and significantly surmounting our financial challenges, while also bringing some really awesome new stuff to the movement, such as: Planet Community, Wisdom of Communities, Free/By Donation Issue Downloads and Ebooks, Grant fundraising for Community Connect, etc.! This message could give the Board and any other Development work great talking points to fundraise on! [See Year-end fundraising plan.](#)

Membership - Look at results, and ask how can we increase those? Allow for monthly recurring giving? Can Membership be even more deeply integrated into programs, messaging, promotions, etc?

Planet Community - plans to fundraise for next Season: grants, crowdfunding, large donors, partners?

Land Trust Network - what sort of details are needed to create a small grant application for this?

Removed AdSense - Sent out newsletter, but I don't know if we had any success with it. Should we consider a short term popup fundraising campaign asking for Donations or Membership to keep the site ad-free?

Directory:

Listing Form - Work on updating the Directory form to a level we are satisfied with.

Definitions - Add Glossary of terms on website, plan to add into Directory listing.

Community Connect - Quick brainstorm about how we will progress with this once we receive funds. What sort of software, personnel, hours, and meetings will we need?

Bookstore:

Planet Community - coordinating marketing, what have we learned so far on the first tour for the next one? How do we dramatically increase the promotion and distribution of each episode? Here is a draft [Distribution Plan!](#)

Affiliate Program - we have promoted it, and it is on the website, and the Board has been informed, but we've had zero traction. Only one signup, from someone who was already a Member anyway. Let's get rid of it.

Wholesale Program - let's try Gigi's ideas for types of bookstores to reach, and to Co-op Grocers, and fund like 10-20 more hours on these initiatives. If we still don't see any results, we can stop promoting this initiative.

Libraries - I wonder if Gigi could be interested to take on this? Here are some resources on that: WorldCat.org (find which libraries you're in), 60+ library [Consortiums](#), American Library Association, American Libraries Buyers Guide, [librariansyellowpages.com](#), and check out these top results for [How to Market to Libraries!](#)

EBooks - I originally had some money earmarked for this in the budget, however, I determined that it was better to fund the re-branding project instead of this. Fortunately, I just learned about [Reedsy](#) -- which allows us to format ePubs from our books for free! Here is a guide from them on how to [digitally distribute](#).

Digital Video: we need to cut or replace a few slides in the credits for some of our movies (to remove any urls), and we need to format all of our movies into specifically coded .ISO files. I think we should hire a video expert in this, as it will give us higher chances that it is a success. I could take it on, but it would require an extra probably 25 hours for me one month, plus possibly \$200-400 in software or freelance services to help.

Liquidation - how do we cut in half our inventory of: A New We, Within Reach, and Together Resilient? (I checked MGF and BUJ, and they are actually on pace to probably sell out within 5 years on their own.)

Add Titles - evaluating list in spreadsheet? Next plans and strategies for new books, movies, and games. Reviewed [sales results](#) through June 2017, here is what stood out [Bookstore Sales Records Analysis](#).

What is the Future of our Online Store? - wholesale? Digital projects? Focus on in-house products (i.e. books, videos, etc) Restructure categories, functionality of website. How to keep up in 2019.

Here are some notes including breakout sessions:

Evaluation

Heart

- Courtney! Yay!
- Board + Staff 4eva!
- Mugwort dreaming session
- Being at Twin Oaks! Easy hosting.
- Tour with Valerie and other people we've interacted with
- Wifi wasn't terrible
- The pit!
- Ribs!
- Agenda was well planned
- Ease of meeting dynamics
- Give it away Tuesday!
- Turned a good corner, maturing, gaining traction, leveled up, cohesion, we're on the same page about what we're about
- Evening sessions
- Long days, but didn't feel cramped, weren't trying to cram lots of things in, efficient, doing a good job of having conversations at the level we need to have them
- Coalesced from divergent viewpoints to find common ground really well
- Easily got on board with the Land Trust idea, launched!

- Susan Infusion
- Asking questions, listening
- Logo, branding, website work, moving forward!
- Laughter
- Speaking truth
- More conversation about the website built into everything
- Getting to review feedback from our audience
- No one got defensive/offended about anything
- Clear plan for more Board members
- Comfort with being able to bring in more POC

Delta

- Food not great for several people
- Mold/air quality
- Bad things that happened to people who couldn't make it - missing kim and Yulia!
- More informal/optional nature to evening session - or clarity around what's mandatory/optional and what exactly we're doing
- Want better financial conversations with better data and better timing
- More fun stuff, down-time hanging out
- Wifi wasn't great
- More opportunity to engage with community

TTD, Follow up

- Board/Staff call on Mon 11/26, 1pm eastern, in lieu of regular last Wed Board call, Cass will email Board so particularly we can see if that works for Courtney
- Cass and Harvey will become agenda planners
- Christopher will set up Board+Staff email list

Org Mtgs Frequency and Timing Going Forward

- Next Board/Staff Summit Jan or Feb of 2020, unless opportunity arises for sooner
- Board will get together in Bay Area, CA May or June of 2019, encourage staff to be on Board call following that for a report back
- Staff will have a virtual meeting mid-year, maybe try to have it before Board gathering in June, we can assess this closer
- Board/Staff virtual meeting in Fall to talk about EOY fundraising and other stuff
- Board/Staff are welcome to be on each others regular calls

Give it away Tuesday

- All-day broadcast where we give things away, and if people happen to want to give us money that's great too
- Fun brainstorm, and make it fun to organize and do too
- Christopher and Carrie will make a doc that lays out plans
- Weaving through social media, website, blog

- Think about what more we can give away for free, what we can ask others that we could give away for them
- The way to attract people to having fun is to have a lot of fun ourselves

Directory Breakout Session

- Lots of backend work done to help improve user experience.
- Ultimately want to move away from Formidable
- Still work to be done on new listing questionnaire to make more digestible, create succinct set of required fields, easier to get something live.
- Want to figure out a way to make it so that people can save draft and then submit for approval, so that it's clear to Kim when they're ready for it to be reviewed.
- Kim will get emails if particular fields are modified on published listings so we can catch problematic things
- [New Format for listings](#)

Bookstore Breakout Session

- How to make it interesting and engaging instead of just selling shit
- Done a great job of clearing old inventory, 24 books 3 DVDs, some of which had a short natural course, some of which we'd had forever. 25 titles we still want to clear; that number is always evolving. 10 of those are down to 3 or less. Clearance sales have worked well, helped clear stuff and created ancillary sales.
- Would like to have a smaller inventory of focused, fresh stuff that we're really excited about and proud to be sharing. Still get new titles, but order a little more than might, but with the intention of never ordering again. Keep refreshing.
- Adding more books to Amazon; that's gone well, want to look at that more as a way to move older inventory.
- More of focus on digital, eBooks, in-house publications
- Wholesale effort didn't get much, but deserves one more push to try it, libraries, resource centers, create a list and have Gigi reach out. Nice but low budget marketing. A catalogue would be nice but probably not worth it.
- Affiliate program - Never really got anything. We're scrapping it.
- We're trying to create a different world, and yet we run this very capitalist based enterprise. How do we make it more engaging, more free resources?
- Find low-income areas or something like that to donate package of books
- Give it away Tuesday
- Have eNews focus on authors more (reach out to them, create some new content about them), new free resources
- Include information/promotions about new community initiatives.
- Potentially having products that we're featuring from awesome groups
- Etsy for Communities - a couple people we know have expressed interest, Christopher had call with them, unlikely to go anywhere but something to keep considering

CMag Breakout Session

- Digital by-donation has been successful, Race, Class, and Privilege especially so, but even others much better than selling.
- Look at theme, learning from response to Race, Class, Privilege issue to come up with more relevant themes that people will get excited about.

- Still working on how to format digital issue to get in to more market places
- Systematize Issue Ambassador idea, Christopher's got a plan and will start working on it, maybe pull Gigi in
- Experiment with Patreon
- Exploring syndication to other websites
- Better renewal materials, nice postcard
- Wholesale, still losing money if we look at per copy cost, but if we look at marginal cost we might not be losing money. Christopher will look at this more closely.
- Looked at how a new blog page might look, more beautiful and accessible, further down starting to bring in more content, guest authors
- Make it easier to get to different categories of articles

EOY Fundraising plan

https://docs.google.com/document/d/1_dWDcxqJEUcJpkK6aSaBZFiaGqGOcH9wkBIVqMco6mQ/edit?usp=sharing

Shared understanding conversation from evening

- What are the questions we think you should be asking? Getting feedback from others about questions we should be asking ourselves. Starting to set up external accountability from people/groups led by marginalized people. Do a convening in a really good way that cares for the people we're asking, some kind of event, cultural experience. Can also ask people to come to meetings and ask for feedback.
- Importance of engaging with, learning from, listening to indigenous people, particularly as an org focused on land-based projects
- Convening, being a magnet, helping people find their allies
- Taking a strong stand for life that isn't othering, that is listening and convening.
- Radical vulnerability, as an organization, what does that look like? Transparent about complexity, why it is that we're doing this. Engaging in the process, turning it inside out and sharing it.
- Growing up, being adults, healthy boundaries
- Before we think we know what questions to ask or what we need to do, listening to marginalized people, sink into humility
- Document library

Board recruitment conversation

Courtney is excited about the nomination. Concerned about economic accessibility. We do have a budget for this and help can be requested. Can request for childcare. Maybe we can create a pool in the future. Yana pointing to emotional labor dynamic. How do we compensate if someone is doing an exceptional amount of labor. Under-represented person can have an advocate so they don't have to navigate issues on their own. Fall of 2021.

Terms expire:

Harvey and Yana expire Spring 2019, Cassandra expires Spring 2020, Marty and Cynthia Spring of 2021

What about board member onboarding? What about recruitment?

Six is our legal minimum size.

General criteria: Active in cooperative culture movement. Social justice, POC, nonprofit management, organizing, finances, fundraising, networking, events.

Timing and Frequency of meeting. Blended board & staff? And blended with some present in person and some online.

When and where we have our Spring Board meeting is important for inviting some new participants. Cynthia has spoken to Michael about Colorado.

Noni Sessions East Bay PREC through the POC Sustainable Housing Network.

Ridhi in Portland

In theory, we have a committee structure and most are nominal and don't really exist. Would be nice to have more attention to certain areas that the board could have a committee for.

What about asking members for POC board member

How do we bridge the technological divide?

How do we have people be involved without the physical presence?

Emotional connection that happens face to face.

Livestream could be here. Maybe not as deep and spreading wide.

Once a year face to face to be sufficient.

What is the purpose of the board? Building personal relationships is emphasized. Building movement part may be underemphasized.

Can we confirm next Spring on the West Coast?

This is a big conversation and how we bridge in-person and radical transparency. This is connected to our vision for this organization.

CoLab had that mix between virtual, closed and open. Lots to learn about how to do that well.

Convening is our strength and we have greater means to convene than before.

Maybe even just an hour or two of live streaming.

Long term it's better for the board and staff to meet in January. So meet in June on West Coast, and virtual in Fall for 2019, and in 2020

Big discussion about location.

Finances Breakout Session

Financial management

- QBO is done, yay!
- Looking at apps to add to QBO to work with cash flow better, budget, forecast, report. Might be \$20 - 60 per month. We think this is worth it. Might be discounts available for non-profit. Allow us to create different budgets, cyclical income. Monthly budgeting, predictive, alerts.

2018 review

- Gotta raise a bunch of money, but we already knew that. Things are more or less what we thought they would be.

2019 Budget

- Nothing out of the ordinary. We'll do a more solid budget in January.

Oversight?

- Is there more oversight that we could or want to put in place? Right now there's a lot of trust in Kimi, which we believe is well placed, but certainly a question as we try to grow.

Website Breakout Session

- Discussed complexity of website, why it's hard to manage.
- Avada, plugin for design that might help remove some plugins.
- Pavan will work on minor website tweaks based on recent website mockups, remove lefthand sidebar, work on backend stuff particularly with Dir, go through the backlog of issues to see what should be prioritized.
- Cynthia will work on style guide
- Look at the architecture and wire frame for the new site, and check in with the Board at that point, hopefully around February.
- Start playing with Avada, so after the Board approves wireframe, we can start working on new site
- Launch new website around May along with new brand

Community Land Trust for Collective Liberation

Sky's notes:

- Training, education, and support is key
- Being able to start new and help existing that are in precarious position
- Supplement and network amongst existing CLTs
- Lots of existing legal mechanisms for what we want to do
- Incorporate in a state (IL, VA, MO) that has good laws that then govern land trusts in other states that don't have as good laws
- National group that coordinates regional groups? Or more central?
- Initial umbrella under FIC, with FIC Board having responsibility, but create an internal advisory group and structures for governance to manage initially until we're ready to move property. Then we will need to create a new entity in a friendly state.

- Bring in advisors that are regional sociometric stars, it needs to be supported by regional networks and communities on the ground.
- Work with conservation and agriculture land trust groups, public land trusts, Larksbury Foundation
- FIC can put out a call for various stakeholders, groups that are already doing work in this realm as well as people, survey:
 - Individuals looking for community - Who are they?
 - Communities in Directory - How do they identify/perceive themselves? Who are they connected to? How are they structured?
 - Getting people together to share more
 - Where are people getting support and consultancy? There are some bad consultants out there.
 - Finding professionals that can serve
- We need an affinity chart for various community groups
- Website is what people know about the FIC
- We are well positioned to do more, to do more convening
- Regional networks rise and fall when they could be affinity groups within FIC
- Look at what innovations regional networks are already making
- We are stewards of resources that other people have garnered for people in the future we will never meet - People operating in legal entities they didn't create and don't understand
- What's a real community? Communities that are only a few people and not really accessible, to anyone really - create a credibility issue
- Making a statement about how we are
- Figure out how to better talk to our members and find the regional sociometric stars
- Better, cleaner categories
- Instead of a list of random consultants, put together crack teams who have the skills groups need
- Importance of supporting marginalized people who are doing intentional community stuff, because that's where innovation is coming from (out of necessity) and how we make this movement really relevant to all people. We didn't stand by groups in 70's and 80's that got wiped out, we need to not let that happen again - Yeyo Collective, Peoples' Farm
- Who are our members, what are their needs, how do we serve them and really be a member driven organization
- Need leadership what you want it to look like right out the gate
- Co-directors that match the demographics
- Having trust and getting the funding ahead of time
- Answer the money question from the get go and give them the space to go wild

Cassandra's Notes:

Land Trust:

What is our organizational capacity? Can we do this.

National Community Land Trust Org under umbrella of FIC for now for groups that would otherwise be viable if not for lack of resources

Would cross us over to other aligned movements

Would education training and support

Catching the land

Susan Stoddard:

Columbia, Missouri example of CLT

CLT laws differ in every state, so since the laws of the state we locate it in is exported, can be more flexible

Would have agile relationships

Parameters of Incorporation.

Article about Illinois Land Trust -

Illinois, Virginia and Missouri have best laws for various reasons.

Couldn't do it under FIC right now as we are incorporated in Indiana.

How would governance work?

FIC would be temporary umbrella and fiscal sponsor for early funds

Advisory board needs to be people who are impacted by problems we are solving.

Possible that we might collaborate with School of Living, Ecovillagers Cooperative, NEC - offer a portal of connection for similarly aligned projects.

Need to make visible the affinity network between communities. Surveying the communities, find out if we can have them connect

FIC has capacity to do a lot more and be an active convener of communities.

Regional affinity groups within the FIC

Need to know their legal structure.

There are categories of communities that aren't in the drop down

There is no subs

"We are stewards of something other people created, for other people we will never meet."

"We are 50 years in, we are maturing, we have a right to define ourselves."

Need to find out who their consultants are and what their experience is.

Network of attorneys, CPAs

Sociometric stars as a way of organizing and understanding networks.

YEYO Collective North Saint Louis

The People's Farm Saint Louis and Atlanta

GET BEHIND EMERGENT MOVEMENTS

Certain political movements spawn collectivism

Put together a package and we can work with them from desire to land+housing.

Yana: presents a budget for incubating this project. Susan has a lead on someone who can bring \$10-15K, Yana and Susan would take responsibility for fundraising. Synergistic with FIC fundraising, and not competitive with it.

Put forth a job description for the project and Project Director. Includes professional hiring of Susan, and also some staff time from the staff, being paid for their additional hours.

Seems eminently fundable especially by large donors.

Different models of fiscal sponsorship - what makes most sense for this project?

Before you start, make sure your starting point is what you want, because the seed you plant will determine the fruit. The kind of leadership you want. Sufficiently and comparably compensated. So that no one is effectively being exploited.

Broad thinking about advisors.

Foundation of foundation.

SURJ: poor people can apply for wage reimbursement. Can set up structurally so that

Project co-directors? Coming from different experiences. Split up into five people? Maybe people don't have to ask. Answer the money question and then let folks create and manifest with creativity.

Can some of the other line items be rolled into a co-directorship. Good enough idea to be fundable even at a higher level. Double it. Put POC in director and more funding comes in because there are funding sources specifically for this.

If we start in 2019, we start fresh? Or is this funding not in competition?

Team of three rather than a team of two? 3 at 20 hours a week. Not being stuck in scarcity. Start with the staff that it actually takes.

If vision is transparent, folks in the network will be activated by the fact that this venerated org is doing this project.

What about Fair Housing Law? How are we able to prioritize. Legal to work within context of economics. Need to address that before we fundraise for it.

What are the phases that will show our effectiveness? Is there an inbetween. Maybe this is the seed incubation budget. Is there a smaller budget to start out with? What is the sweet spot?

This needs to happen whether FIC does it or not. We have already devoted personnel time for it. We will be able to notice if FIC staff time is effectively happening there.

Convening - our strength. "Use the strength you have to bring in the strength you want to grow. Really big vision circle. Call in the network around this vision. Convey vision effectively and as widely as possible. Virtual conference. Not more than 50% predominantly white. Hold people at the door and let them pay.

Have wording we use now congruent with what we will be doing later.

"Centers the needs"

Grounded Solutions: POC Sustainable Housing Network, and SELC. Ask them how we designate people that we serve.

Should we stay connected to provide sustainability? We are or we aren't going to calve it off.

Lots of important questions that need to be answered, but not now.

Let's make sure our legal stuff is battened down and then also make it really culturally self selecting for POC centered folks.

Sunday: Land Trust Redoux

New proposal:

FIC Board gives thumbs up to Yana to be first director

- 1) Yana forms Board of Advisors
- 2) Get funding
- 3) Hire 2nd co-director
- 4) Together hire 3rd co-director

How do we guard against insularity, NEC.

"Decolonization is not a metaphor" Article on School of Living

What are financial and other risks for FIC - Susan is fundraising for this, Yana is volunteering and won't ask for time or money until after first of year so as not to distract

Some minimal staff time. Carrie can build a list of grants in 3-4 hours.

Branding and Website

- Cynthia presents on survey results and everyone reviews options of new logos.
- New logo will have a style guide. Fonts, spacing, which fonts to use where.
- User experience of information architecture is also at play on wireframe level to make our information more easily accessible to people.
- Changes in blog and online magazine involves changes to web site
- Avada theme within WordPress is something we are looking into
- Best quality roll out to happen in Spring.
- Logo, Style guide and then do Wireframe. Cynthia needs to estimate her time for that.
- What will be our launch date? What are key decision making points where the board is going to want to be involved.
- Board and staff weigh in on color scheme and fonts. Style Guide will be presented.
- Will be built on a staging site to be worked with live. And get feedback. Wireframe will be done first. Can we walk through it on a call and be walked through it with screen sharing.
- Christopher and Cynthia will update the plan and come up with a timeline with milestones and check ins.

Development

Community Connect Project

Next step of the communities directory. Key asset, Vast majority of our website traffic.

Matchmaking: we need a source of funding. Will take 9 months to build

Christopher has concept paper for it.

We need a grant or a tech partner/funder.

Was there a donor who helped us with the directory? We have only gotten primarily a 4 figure donor. \$20-30K

Not a good candidate for crowdfunding. We do those up to 2x a year for actual products.

Who do we actually know in the tech industry?

Having a good CRM would help us

This is a good use of the GENNA Alliance relationships.

Is this ours to hold? Community Connect. NuMundo is doing something similar. They are open to sharing what they are working on as well. They are working on connecting short term experiences, vs. our matchmaking for living.

What about GEN. We were heading in this direction with them for years, but every year a new condition was put in the field including FIC becoming part of GEN.

Potential donors:

What about having a pitch deck?

On page summary.

Is there a place on the website where we put out what we are looking for? Pitch deck on landing page of planet community.

Have had a page on volunteer opportunities. But not a place that puts out the big project. "What we are working on" Maybe a wish list?

How are we engaging with our constituents in a dynamic and fulfilling way ongoingly.

Planet Community:

We had a budget for \$12K which also included some staff production. Total for campaign was over \$13K through campaign. First episode is almost done. Nov. 1 Roll out other episodes through the end of the year. Will help with end of year fundraising. Help share and promote them. There will be 5 and 6 with the pilot. Released every two weeks. Will release a DVD with them all in one place. We could spend \$3K to an aggregator to get them on Netflix. Lots more people will see it and get attention. Possible to then get a sponsoring relationship with Netflix.

Once we have the whole season produced, it will open up other opportunities. January will be our quick pivot to fund. Seed and Spark is a crowd funding for film through indiegogo.

Film people with community connection.. Ellen Page, Jared Leto, Winona Ryder. The Arquette's. Any leads there?

Important to look at it on You Tube. We are doing YouTube, Vimeo, and Facebook. But keeping a count on You Tube. Pilot episode has 3000 views.

We could use this for National Sustainability Day

Member survey and engagement:

Member survey is something Sky has wanted to do for a long time. What is the relationship we are trying to build here? This has been on our task list to foster more engagement with our members. Ambiguity about who our members are. Paid a fee, listed in directory, other communities actively engage. All aren't the same thing. So engaging with our members. Re-evaluating our relationship and we would want to hit all of those as much as possible. Goal to bump up member communities. We bumped up from 2016-2017 when we did the "oh shit" SOS. The extent to which we have taken the social justice aspects more seriously has been an important factor in the response to our fundraising. Our audience is clearly interested in this.

Affinity Groups: Could be an amazing way to connect. Courtney is interested in putting energy toward this. Bioregional mapping. Survey could be super smart to help with the affinity groups. Kumu grouping mapping based on interest.

Self defining groups Part of Community Connect - Communities connecting to each other as well as people connecting to communities. One major round of how do you self identify. Have to think of it as a multiple round process to allow for how people frame the questions. More than two parts, a whole project that includes interviews and asset mapping, and opt ins and predefined, etc. First round needs to be with people who don't usually talk to us.

Board Recruitment Breakout Monday Morning:

Board Staff relationship - Really feeling like this is better now that staff and board are working more closely together.

Onboarding: Marty will be in the Bay Area in February and could meet with potential board members.

Cassandra follow up:

Ridhi D'Cruz - Portland offer her both CLTCL and Board

Yana follow up: Liberation Trust OR FIC Board ?

Noni Session - Oakland, California

Hop Hopkins: in LA - National Sierra Club under-represented represented - Yana met him 15 years ago. Was on it with the POC convo 15 years ago.

Eileen Baca - Navajo/Hopi - at Arco Convergence very interested in IC's

Marcus Briggs-Cloud - Alabama and working with local tribal council to create ecovillage on sacred tribal land.

Chong Kee Tan- Bay Bucks, lives in rural Oregon. From Singapore.

Cynthia contacts: will follow up
Avi Kruley - Coordinator of WCC - Mt Madonna, California

Back burner for now until we balance whiteness of board.
Elias Serras - Seattle - part of WCC - involved in past and questioned relevancy, but now that movement is centering social justice.
Adam McKenty - lives in Canada - on a lot of boards locally. Cortez Island. From CoLab - Collective Intelligence

We are in a culture shift. Do we want to just add people of color at this point? Do we also want people with energy and vision?

Sky follow up:
Brandi Mack - Oakland
Marissa Ashkar - Oakland
Zach Taylor - Oak CLT
Desiree Fontenot - Movement Generation

Brandy Gallagher -
OUR Ecovillage - overcommitted and health issues, but maybe a good person for GENNA - Canada.

If we added three more women of color, and we sat around
Empty centered leadership. Decentering whiteness and decentering
Need to care for onboarding, and building culture.

Our current constituency will be happy to hear. They are aware of the issues and imbalances and are concerned. It's a chance for us to be transparent.

Onboarding: Need to start making sure Courtney gets what she needs now.
Cynthia helped design

What's important to share: History, how we do decision making, what our responsibilities are in relationship to staff. Major projects and areas of activity. Social justice focus. Familiarity with ORG, who is staff; what do they do. What is reported, who are the managers?
How is it shared: checklist? Make sure you are added to email, gdrive, point with direct links reviewed this doc, bio, website update, etc.

Cynthia and Yana will share resources and Yana will make a draft onboarding doc. What didn't happen for Cynthia and Cassandra might teach us about what we do need to do.

Relationship Culture Building -
We are feeling very related right now.
Cynthia: how do we create a culture of feedback? Normalize.
Do we bring on more than two people at a time?
We want the culture to change, we risk it changing in certain ways. We can't guarantee.
Make explicit about what we do want to change and what we want to keep.
Courtney loved bead ceremony. How do we lift up the values that we want to hold onto?
Rituals and traditions.

Yana: we may get better at feedback with more multicultural space. Middle class white people are typically conflict avoidant.

Doing more trainings. Bring in an outside facilitator. Benefit of being on the board. Let's do that in June. Optimal giving and receiving feedback is different for everyone. Larger context for this all. The responsibility of the listener. Layers of defense, anger, and deeper levels of assumed good intent. Group agreements? How do we create an agreement field? Name it and also experience it. How do we hold the center, not other, and practice the responsibility of the listener? This is the work of community, FIC and this time on the planet.

Cassandra and Yana follow up on local California resources. Aorta?
Need to look at budget in January