

# FIC Org Meeting Minutes

## September, 26-28, 2011

### Frog Song

### Cotati, CA

**Present:** Board: Marty, Laird, Ma'ikwe, Bill, Harvey, Raines, Betsy (new), Lincoln. Staff - Chris; Guests, Tom Zizzo (Marin) Tbone McClure (Eden project), Craig Ragland, Ryan and Mandy, Daniel (Moss Beach, CA), Jack Strasburg (Tucson/Southern Oregon)

Hosts at Frog Song: David Ergo, and Ellen.

#### **Today's Agenda:**

Memories of meetings past:

Financial review/budgeting process

Bill's feedback on this and future events

Preliminary evaluation of Within Reach movie and relationship to FIC

Anniversary Planning

#### **OPENING --- Memories of meetings past**

**Spring 1991** -The Veil, Yellow Spring, OH

**Fall 1991** - Lama, Taos, NM 7000 feet near Halloween, before they had a big fire - buildings we stayed in are gone; Lois Arkin, and Marilyn Oiler were there. First ICA contact - Fred and Nancy Lanphear came - they knew Marilyn. First time in the southwest. Only 2 people were there of those here today. (Laird and Harvey). Idea of a national gathering in planning.

**Spring 1996** - first time at the Farm, TN, Tony's first time there; Bill was there - Role Hemp (vs. Dole Kemp). Vegan ice-cream; soy sausage. "they were levitating." Some of the people who helped fund the directory and other projects. Tricky to negotiate with the host, we had 4 different entities: meeting, food, sleeping spaces - balkanized; after effects of 1983 decentralization; Some Farmers at the final dinner saw people they hadn't seen in year. Betty and Laird visited Barbara. Big issue around kudzu, the kids said they'd get rid of it, without chemicals, claiming the

**Fall of 2001** - Sonora Cohousing, Tucson, Geoph and Harvey flew just after 9/11. Evening event from area on 9/11. Lot of interpersonal work then, "stuck bus" issue for some in org, but others didn't see that. Talked about events - Maya. Diana was on an apple juice and honey cider cayenne fast. Marty, Harvey, Diana

Malsky were the Ministry Committee, many fires. Gabriel of Sedona group were visiting - charismatic, "living avatar."

**Fall of 2006** - Songaia 2<sup>nd</sup> time there (2003 first); Met in the yurt; Organizing for Art of Community. Big Transition with Communities Magazine; much tumult, and Songaia was so beautiful and calm. Challenge in 2006.

**Spring 2011** - Chicago, Jesus People USA, the rapture was supposed to happen, Jesus People hard core evangelical Christians, but they were laughing, threw a party. Good to be back in an urban community, walked to lake, could borrow a bike; meeting in a penthouse of old hotel bought for nothing; floors 8-10 were homeless people; in addition to service mission, they ran a roofing business; rooted in their Christian past, but so open, very strong interest in FIC; more than many hosts. More tattoos and piercings than ever seen before; many bands living there, lots of ties to youth culture. 4 generations living there. Next door to ICA's building. The leaders lived in very small spaces.

Dinner at 6pm will be with the Host Community tonight, so at 7:30 we could sit down with community members for informal conversation. Raines will get email out.

### **FINANCIAL REVIEW (Tony presented power point of Profit and Loss Statement - Highlights only:**

**Income** Things generally good; 2011 8 months shows 123,124 in budgeted income; 102,183 in income received; 83% of target.

Bookshelf and mail order sales are up!

240 copies of Facilitation Handbook purchased - put us way ahead.

Directory 6 book sales 110% of expected; can't count on for next year.

Video Sales - A New We is 244% of what budgeted.

Website ad sales, might hit target; but not as strong as hoped.

Other income, fiscal sponsorships, (Within Reach; Christian tour); \$2000 added.

### **Expenses: 70% of expected**

9,283 for AoC, plus 4760 for bookshelf, we're at 78% of budgeted amount.

(Higher than expected)

Consensus books big sales means more expenses

Susan Sloan working on updating online directory more than past

### **Donations/fundraising**

Profit, \$19,000 current, includes preliminary AoC of 12,221 for this one.

Auction shows up in other

Last year was \$23,000 in the red.

NOTE: Fiscal sponsorships - FIC should probably account for all money in and 95% out rather than just booking the 5% FIC retains.

Community Membership income is listed under Development

More Income expected from NASCO coming up.

Costs are going getting books to events – gas and shipping costs going up, although mostly the books travel with people’s already.

Communities Magazine – Wholesale sales way down (26% of budgeted income).

NOTE: Are we doing the right thing with distributors? Asking Staff to check.

Subscriptions are looking good; 63% - hope to be at 66%; about to do a major direct mail campaign, not in the budgeted amount. Should be cautious about next year. Reprint packets not yet executed.

Samples are way up 158% of budget.

Overall Magazine budget is just at target.

Cmag Labor - staff took lower salaries this year in response to last year’s loss; on target now;

Cmag Production - took graphics out of budget; printing expenses got a good deal; look to save money this year. Cmag renewal letter is lower.

Total expenses 59%; Profit/Loss, 47% of what budgeted, -6475.

Normal deficit is -7510; doesn’t take into account of ads.

We’re in good shape relative to last year.

It’s a way to be visible, important. 1200 subscriptions.

Memberships 14,509 total income 49% of budgeted; unrestricted donations for operations is only 38% - can work more on this. Auction income up;

Fiscal sponsorships. Much of Laird’s fundraising work often shows up in other areas – auction gifts for example. Coho/US income not yet booked.

Operations/Office higher costs than last 2 years, Tony is hopeful it’s because more business is flowing to the office. Postage high – hopefully because of shipping more. Is it tracked to what FIC charges for shipping? Tony – handles postage, packaging – but not handling labor. Note, fulfillment postage is related to shipping product; as opposed to renewals or response letters.

WWW –

Self-service ads made \$ 1777 so far; a surprise; could enhance, focus, and get that income up significantly.

Google ads \$4555; ads are not necessarily in line with FIC work. Gotten 2 complaints this year about ads, never had before.

2012 BUDGETING (prelim)

AoC - no commitments yet.

Income conservatively estimated at 109,245 (7,000 less than 2011)

Expenses – Looking at 131,521, not sure to extend salary cuts; sales uncertain;

WWW – Susan doing more work, up to 5000 increase to 20,191. Talking about hiring additional staff, so can allocate more money for that.

LOSS - \$22,276 loss projected. Doesn't assume anything different, but there are a lot of opportunities, but haven't committed: Within Reach sales; fiscal sponsorships all possibility.

Craig - Coho/US has a budget of 200k but does far less; pays staff more \$35 for pt Ex. Dir. Directory's free

NASCO and COHO/US - most like FIC.

NASCO has sliding membership fees based on size of coop members, 8 to 2000. For every new person in you pay a small amount as a member and get quarterly billing. NASCO has both individual and group; Coho/US only has community; thinks could use a good bump.

### **BUDGETING Open Conversation:**

Betsy - Bequest opportunities with boomers, endowment and general ops (example of Quaker lobbying group, FCLCA)

Ryan noted 600 active communities - 500 ecovillages, cohousing, coops, plus transition towns.

Harvey/Laird - we invite all directory members to join FIC every year. Little Response.

Transition Towns - Laird hasn't gotten any response; Mandy & Ryan - show up in person, help them see their strengths; and folks give them money.

Several commented on the potential for expanding FIC image, messaging, targeting to niches.

Craig - Coho/US - individual donations better than groups; Found 2 cost centers capture attention of donors: advocacy and research. Advocacy - met with 30-40 nonprofits and lobbied on Capital Office, visited 60 congressional offices.

Did research on 80 communities/survey.

Selling downloadable content - on agenda later.

### **BUDGET**

Changed to be prudent, reasonable, a little on conservative side.

Assumed AoC with no net income and included bookshelf/auction income.

Small adjustments to office for raises, office cost.

Took out Newsletter \$600, we'll do something online.

Bottom line: \$10,000 in the red.

Assumes \$17,000 in the red for Cmag.

Website net expense \$5k+

Other slightly negative including auction, because it includes office overhead share, board meeting expense.

Lower expenses for Cmag compared to last year.

We don't have a lot of cash around.

From Cmag biz mgr discussion: proposed (Laird)

Bump Tanya's commission from 25 to 30%

Take away non-sales functions.

Potential to make more money looking at web sales, packaging like Coho/US does.

\$3800 left out of \$5k; some can be cut.

New concept: organizational marketing manager. Emily and Laird deal with this to some extent. Some to do things, not just compensate labor (Laird is salaried but Emily is hourly). \$500 in Cmag budget available now, \$250 for A New We.

Raines drafting first pass job description for marketing manager.

Not currently advertising this job.

Tony: Neither Laird nor Emily are social media-savvy, engaged.

Raines: Potential for someone to be compensated based on performance.

Tony: We did discuss letting people sell subscriptions with a discount.

Ma'ikwe: Noting annually that we pay our ED a pittance.

### **ART OF COMMUNITY EVENTS REPORT BACK (Sooz)**

Joined by Sooz, Molly, Alan.

248 people were onsite over the weekend.

30 partial scholarships a little over 10%; including 9 full scholarships.

Free tickets to sponsors/guests/staff/presenters - 46 vs. 35 budgeted

Total income/248 = \$180/person average income.

Doubled level of sponsors/donations/scholarship.

Saved a lot on credit card fees.

Print program - ink donated by Molly's aunt and uncle, just paid for paper.

Enabled it to be bigger than planned. (\$358).

Presenter fees - paid some people to be there, \$1700. Next year don't have to pay so many people. Kevin paid half his regular fee; paid Diana, and Brendan \$200 (half of flight) for registration/website.

Way more scholarships this year than last.

First in budget, memberships on regular tickets --- \$22.50/person 37 people not many out of 248. \$832 will go to FIC for those memberships. Would request that be waived and added into profit sharing.

Tony - 2 follow-up Q - what's status of folks who didn't pay for membership; and what to do with the \$832?

At 250 - Molly's and Sooz's salary would jump, at 248 stays as agreed: \$15,000 is there for their salary! Yay!

Sooz Recommends - Next time have a clearer/cleaner ticket structure; for discount; volunteer; and expected built into the website ahead of time. Less on-site contributions of time; some didn't show up or did very little.

FIC's income was from auction and bookshelf. A small amount for magazine subscriptions.

AoC Evaluation / Recommendations:

Should have 3 ticket levels;

For example: \$300; \$200 5 hours of time; \$100 full scholarship and will give a lot of time.

Not groups, not students. Not a scholarship application.

We accommodated everyone who wrote us.

Raines - the interaction around scholarship is relationship building and can get them stepping up later.

Further discussion on volunteers; making better use; hiring volunteer coordinator?

Registration: Alan has suggestions for online.

Sooz -

Presenters - next time --- don't commit to anyone until after deadline for submissions received.

Have a Friday night meet the communities -

Wanted more physical activity stuff - fun and games.

FIC's First Annual cooperative games - use the field, have it going on.

At some of the workshops - folks have something planned; would like to see two tracks - novice and advanced.

Overlapping and ending times, confusing to read. With different times

Some spaces challenging to get to.

Now that we know the space,

Openness of space was wonderful, sacred.

Like remote locations, but need golf cart capabilities.

Morehouse had a strong presence- how did that feel?

They approached as a group; and worked with us well, negotiations; help with marketing.

Fine – they did good workshops; not always mingling.

It seemed like they were a major sponsor, but didn't know who they were until the communities sharing.

Suggest not offering scholarship to all presenters – have folks earn by how many their participants show up, donate a token.

Initially asked all presenters to do 2; some ended.

Ma'ikwe – wants us to be generous.

FIC Presence: Could do more to represent FIC – put into program; have people at tables/table workshops.

Appreciations for great Conference Team.

Both Sooz and Molly feel good about it.

Molly – Sees having this be a larger effort/more support team crucial to doing this again. Maybe 1 staff person and several key support/volunteer or more marginal profit-sharing so Molly needs to do something else.

Sooz – working 9 months without knowing if would be paid, was hard. Can't take that risk. Amount earned not so much after taxes, but the return is not just monetary. It would have helped to have 1 more dedicated person – hard to find – specifically someone to find funding and gets a percentage/commission – that would be ideal. As a staff – I would like some ongoing payment.

If we came back here – have some ideas how to do this without FIC putting money up front. She has a regional team here now; skipping a year wouldn't be so good. Would love to see the events program grow; could be 1 day conferences elsewhere. Sooz wants to keep working here; finding new site and starting over not attractive.

Folding other large orgs into the mix – Transition Town mix; or Bioregional congress;

Ma'ikwe – feel you are the best events coordinator we've had ever. Sadness is that local community doesn't need us the most. Can we connect with coho/us which has national draw?

Sooz – suggest having teams in other parts of country; and do more 1-day events.

Caution of identity with another group.

More kudos to Sooz and Molly.

Lincoln – not satisfied with low minimum wage for conference team.

Could be in support in Colorado.

**The Board would like to receive a proposal for another California event in 2012.** Request a proposal from Sooz. That proposal would include request for seed money. If I help with a 1-day event in CO or NC, would want more money to start with. Board acknowledged. Those would be separate events.

**Should the fall org meeting be in CA next year?**

Further staff roles:

Sooz could see help setting up regional teams to put on 1-day events. Molly somewhat uncertain as to her next steps; not willing to be a full-time team person. It's more than a full-time job for 2 people.

Ma'ikwe - FIC Road Show with local sponsor and 2 people.

Other pieces remaining: membership; more evaluation; North Carolina and Colorado 1-day events.

**Review of A of C event**

Bill: good spirit in the beginning created by pre work by Susan. There was nothing in the contract that was troublesome and reflected the venue's experience.

The group and the staff were very flexible and this was setup by work done before the event.

Meet the communities was very popular in the open space session and should get more attention in a future event.

Great job by Susan and Molly including how they came across informally. Susan wants to repeat the event in the same venue taking advantage of work done this year and word of mouth, rather than in CO.

She's correct in that it would make the work easier and the venue was great to work with and the market is good for the event.

It would change our operating style of moving around the country.

We'd have to make sure the content is updated.

The auction was very successful. We'd have to look at the bottom line and how the partials and scholarships worked for us.

Did all the late arrivals pay? There was potential for gate crashers.

Speed networking didn't work so well.

Sunrise? He'd like to see something in CO. Sunrise has recently shifted to hosting concerts and community has taken a back seat to other things. They still have the facilities, but don't currently have housing space.

Not sure if the economics would work.

They would not be as accommodating with food options. They generally don't accommodate more than 100 people, but have indicated that they could do that.



Sunrise is better for May or later due to weather considerations.  
They have about 70 indoor beds available and the rest would be camping.  
Access to the airport is good and the shuttle is about \$40.  
Cohousing/community/microbrew tours could be arranged.  
It's about 1 hour from DIA and 55 minutes from Boulder.

Fundraising target?

Mandy: \$25k

Send Ma'ikwe your minutia

Overall budget \$9300 loss

Should we make a budget that shows where our intentions are?

Chris: Shoot for something more than 0 for AoC?

Do we want something more optimistic knowing that we have to do things to make those things happen?

Other streams not yet in the budget: fiscal sponsorship: EDE, WR, etc.

AoC seed money not reflected.

We'll wait for AoC proposal from Events team

Lincoln: We need to find another revenue stream.

With new numbers: \$1300 deficit not counting Steve Johnson, WR.

Tony: Laird working on getting \$12k in unrestricted donations. Let's make sure not to take away from capacity for doing that work.

Are bookshelf events fully reflected? In proportion to this year?

Tony eager for clarity, planning to reach the goals.

We didn't do all that we could do as a whole organization to support Sooz and Molly. Will we do better next year?

Slight changes... \$189 in the black.

Budget is APPROVED

### **Membership money from AOC event:**

\$800 came from 37 full-paying registrants. Should it go just to FIC or be part of profit-sharing? Suggestions to split it with event team. Could it go to seed money for events? We could offer it to be bonus or seed money. Or we could offer bonus later if Johnson situation comes through. Proposal/agreement: to give Susan and Molly \$400 and put \$400 into general fund.

Proposal to make all AOC attendees FIC members (intent was for it to be just for full-paying registrants, but it was ambiguous). Suggestion to specifically solicit subscriptions/bookshelf purchases/event participation/enjoy more of FIC benefits from these new members. FIC membership for all AOC attendees approved.

## 25<sup>th</sup> ANNIVERSARY of FIC

Laird --

Arcadia, Carrboro NC, 4 cohousing communities nearby. April 20 & 22nd, F-Sunday, Saturday would be a special day, inviting all former board members and notable members if we can find them. Special day, reminiscing, how connected, celebrating what's been gotten done. Then planning for next 25 years. Regular org meeting Friday and Sunday.

Consider doing some kind of film festival, with lots of good video of communities. Settle on who will do what. Molly and Sooz have not committed yet. Ma'ikwe willing to help plan Saturday. Opportunity to get into press. Harvey and Jenny working on gathering names of people from archives of who to invite.

Save the date. April 21 is Ma'ikwe and Laird's anniversary, as well as Earth Day!

Betsy - are there partnering/nearby organizations who might be invited.

(CSA, Celo and other Quaker communities nearby, local colleges with peace/community studies programs). Invite them to the film festival.

Ma'ikwe; Harvey - is this a private party or public event?

Daniel - hard to pass up an anniversary.

Ma'ikwe - could see 4pm open up to public.

Craig - did an executive tour, had 30-40 people show up for each of 3 meetings to talk with him in that area.

Mandy and Ryan have great contacts in this area. The weekend before is the Documentary Film Festival in Durham.

Sol Terra in Durham - has large outdoor space and common house.

Blue Heron, Potluck Community;

Ma'ikwe - will people be willing to stay an extra org day?

Tony - what's our purpose? AoC or fundraising? An evening not enough for a lot of value to people. Won't gain much from input with such a wide circle.

Fundraising/ connection.

Mandy - Pachamama example; you sell tickets; and useful content to feel inspired. Big Story telling event with other fundraising event. They do this every year, but it could be every 5 years.

Laird - see this as a glorified house party. Plenty of breathing room for social/informal time. Tight upbeat presentation of what's been done; and what's ahead; up-tempo, not workshop oriented.

Tony - is there someone keynote speaker, inspirational, not necessarily just one of us.

Betsy - not AoC, but a taste - and invite folks to donate to see it happen there in a year or two.

Marty - strategic planning keeps small; but don't think folks will come from long distances. Speaker, but assume local people will come; cocktail party; talk; dance.

Harvey - Sustainability group at UNC or Duke or NC State - get their co-sponsorship of the film festival.

Ma'ikwe - generate excitement of the movement. Do strategic planning ahead of the event. 3 nominations for org from NC - let's get their input and let them see the enthusiasm. Friday as retrospective; make Saturday whole day.

Marty - we're not doing a film festival in an evening, but we could find an independent festival, potential for its own event. Get a speaker; we follow-up with our strategic plan, our speaker.

Lincoln - to synthesize - want to have fun community oriented things to bring people in; we do a world premier to bring in people. Drink and talk and meet together.

Ryan - love film fest; popular; submission fee; interest in premiering films; but he and Mandy like to make them interactive, can make money as its own entity later.

Jack - instead of a separate space, could be going on while other events going on.

Marty - we divide the audience with a concurrent film festival. We don't know if it's viable. Maybe 1 day thing, Friday Film day, strategic planning, and then a Sunday public event.

Betsy - small team to do important personal history; could delegate/put FIC's name on the festival, but release that from Org Board delegate.

Laird (with input from others) - important for meet the communities and meet the FIC; afternoon with afternoon pitch, but spacious for local communities to say who they are. Not workshops, but a Community Fair with tables - (lots of interests), and an auction. Then, opportunity for interpretation of films, discussion with audience, showcase, facilitate discussion guides.

Tony - only concern is narrowing focus to communities/FIC. Link to sustainability; more than just seekers.

Daniel - exhibit hall with tables following inspirational speakers.

Ma'ikwe - film festival thought more like using the films we already have rather than an international. We're cross-fertilization. I want our energy into next fall. Nervous it's getting too complicated.

Craig - I love community fairs, trivial to organize except for publicity. We met Songaia there.

Betsy - let's enable others to do things, call back in a couple months.

Ryan - start small; if interest there, it will blow up from there.

Ma'ikwe's interested in both sides of event. We need to check in with Molly and Sooz.

Ryan is interested in film festival. Also know folks big on communities.

Mandy an organizer - put up a Google doc. Interested in being part of the heart storming who could be involved from those she knows people in the area.

Betsy - ties to Durham. Interested in following up with Quaker and other connections.

Craig interested in community fair part

Laird - we need more commitment;

Ma'ikwe - plan a working session on this.

**25<sup>th</sup> Anniversary Working group: Ma'ikwe, Daniel,**

**Mandy/Ryan/Harvey/Betsy, Craig, Laird, maybe Marty □ after talk with Sooz/Molly.**

Anniversary

Fri AM oversight

Fri PM inner circle retrospective, strategic plan

Fri eve private party

April 20-24, 2012

Sat 10-noon Film Slot I - mini bookshelf, invite plus conversation

1-3 Film Slot II

3:30 welcome/ who is FIC

3:45 meet cmties session

4:45 state of the movement address. Next 25 years. "Hard Ask"

FIC panel, schmooze

6:30 potluck dinner w/ dessert auction

Party

Sun/Mon org mtg

Tues org mtg continued/oversight

\$900 budget to front: publicity, cost of venue; make that back.

No outside inspirational speaker because we'd have to switch venues. Size limits of Arcadia common house, plus 25 people from our history.

Betsy: perhaps Giles as a draw/connector.

Cmag

Marty: Are we getting appropriate value for money spent on management? We hired Tonya (business manager for Cmag) as biz mgr about 2 years ago (spring '10) but at first she didn't fully understand what she was expected to do and hand-off from John (the first business manager, hard to reach and eventually unreachable) not complete so wasn't doing it. Selling ads, that's it. (Yulia does graphics/layout)

Conference calls and email exchange communicated that salaried part of position connected to marketing, improving the subscription base for the magazine. It doesn't seem as though we've realized much boost from the efforts she's been making and what those efforts are. Kim (bookkeeper in MO) felt like her work dealing with distributors was not being relieved. We learned of this through a conversation with Chris Roth (Cmag editor, team leader) in June. I communicated expectation for marketing initiative sometime after that.

Chris: The role of biz mgr has been confused since it started, about March, 2008 – just before Chris was hired. Both had to get systems in order, manage a transition. We started to do weekly email check-ins. She said she had no resources to take initiatives that would take money, so has been focusing on advertising. Kim says there's no difference in what she does since before.

We're working collaboratively, but as the person supposed to have oversight of this whole thing, I can't figure out what Tonya is doing that is part of that position. I want to give staff members the benefit of the doubt, and not just be someone they're nervous about interacting with.

Marty: Laird has been working with her on ideas to identify additional advertisers and on a new to-be-launched campaign to ID new subscribers.

Laird: 3 major things:

- Ad management: 25% commission
- Distributor management (wholesale accounts)
- Promoting the magazine: building subscriptions (paid \$5k/yr)

Laird wears the hat of development coordinator.

A year ago we came up with a bunch of initiatives, trying to ally myself with Tonya's efforts. Aiming for quarterly conference calls with Chris and Tonya, looking ahead over 6 months, seeing what theme suggests. Tonya does follow-up. Chris and Laird provide suggestions. She seems to be on top of this part, meeting targets.

National and independent bookstores as good markets. She has done some calling. We have a script worked out, process to send them a sample. Hard to track success. Orders almost never directly through us, through an existing distributor. Some calls done, not included in weekly reports.

She has come up with some thoughts of things to do. Major fall initiative, subscription push, times of the year to do direct mail.

Christmas push in December issue – she’s active in that conversation.

She’s forward-thinking, positive. Attitude consistently good. Don’t know what her skills are.

Are we giving her adequate organizational support to what we want to do?

Bill: Sounds similar to a year ago.

Chris: We don’t make very much money from distributor accounts. Not in her latest report. Prime spots pre-sold so less revenue opportunity for someone new. See her report re struggle on new initiatives – based on limits in marketing budget. She reported that Chris was the only one to respond – perhaps to report to Spring org mtg.

Craig: Consider separating the functions. In my experience, it provided a way to have direct feedback.

Ma’ikwe: Feel sympathy/empathy re funds not being available – similar concerns with bookshelf. That’s kind of the reality of FIC. Has she looked at free options?

Tony: FIC is willing to find money, fundraise when a conversation happens about something being worth funding.

Charting potential outcomes: (not either/or)

- Continue as is
- Separate 2 jobs completely
- Crisper about our support for Biz Mgr role
- Lower the salary for biz mgr.
- Would she want to stay on?
- Base salary on ad revenue
- Fire her and hire someone else
- Create a team that spans parts of the org: bookshelf, org, Cmag – so she has teammates to work with.
- Consider base salary plus performance level commissions for subscriptions and distributor sales.

- Interviewing her w/specific Q's to understand her skill level and ability and continue.
- Eliminate the position as it is, split it into pieces where others could take initiative. Example: Mandy and Ryan on the road, generating subscriptions and getting something.
- Figure out how much we're making from distributors; it's not much.
- Find different ways to compensate people when they do parts of those tasks that create incentive.

Craig: concerned about ad sales model, ability for someone to "trap" income from future people. Raines: yet you want to incentivize long contracts

Craig: performance-based metrics, advance against commission. No base.

Tony: Tonya has been given authority to sell ads on website but has done few.

Marty: She's reported that she's tried to do that and has not received good reception from potential advertisers.

Craig: We've had tremendous success at combination packages w/Coho/US.

Ryan: We were approached by Beyond Words, a publishing company in Beaverton - they're trying to get into video. They asked us if we were interested in connecting on Beyond Distribution - many options. Primary focus for decades has been publishing. They're researching this, finding that sustainable communities are juicy. Dick Clark productions wanted to do a TV show about the movement. Look at new partners for doing things. Maybe hire out the work.

Raines: Can we twiddle knobs and make distribution produce \$ for us?

Lincoln: Can we outsource this?

Betsy: Is there someone out there who is experienced? YES! Magazine? Utne Reader? Someone who has 3-4 clients, higher skill base, bigger rolodex, other names to be associated with.

Tony: We did look into this. We were too small or didn't make sense. BigTop.

Ryan: A lot of momentum going here. A lot of musicians on WR soundtrack want to do compilation and doing their own albums, going on tours, doing things inspired by the movie. Sustainability/Communities road show.

Chris: My understanding is that this was meant to be a trial. Time to shake it up, see if there's another approach that will work better.

Bill: Not feeling initiative. That's a core requirement.

Ma'ikwe: Not reporting spending time with stuff that's in the salaried part of the job.

Marty: It's a very minor aspect of her report. We've had that conversation.

Lincoln: We pay jack shit.

Raines: An order of magnitude below what we might expect to pay elsewhere.

Several: Initiative required. Working at Earthaven, life is cheap.

Bill: Hiring procedure at Zappos. 3 week intensive residential training. Offered \$2k to NOT take the job.

Any base for management of ad sales, \$5k salary tied to non-advertising part.  
Craig: sounds more like a marketing manager.

Harvey: Rare for best salesperson to be best manager.

Betsy: Board level do policy, delegate to staff (typically ED/personnel cmtee) specifics.

Laird: I'm not satisfied we've provided enough organizational support for this to succeed.

Tony: Technically Chris has authority to make this decision. Maybe we're firing FIC from this.

Chris: She could apply to do pieces possibly.

Chris Roth reports that his knee situation still not under control.  
Its nice to be around people. Magazine work is bright part of whole enchilada.

Laird: Glad you're here, likes the work.

Chris: Looking forward to marketing person in Missouri  
Staff gathering soon.

Ironic: producing a magazine about cmties, often feels isolated.  
Lost Valley not most stable cmty.

Trying to build a backlog of articles.

Haven't gotten any recent Q's for Cooperative Group Solutions - haven't had column for a few issues.

Remember; at news stands people see the top banner, not the text below that is the formal theme.

Big name like Starhawk: put on the cover.

Think about making the magazine more searchable online.

Harvey: Shan Thomas from Trillium cmty potential cover photographer.

Have a contest: pay to submit?

Thinking about where the call for articles goes out to.

Re Sustainability programs at colleges - see Harvey re ID'ing them.



Raines: Can we do a bundled DVD sometime?  
How about bundled membership/subscriptions?

Currently: 400 members, 1300 subscribers.

### **Within Reach Movie**

FIC is a fiscal sponsor for the project.

They would like feedback on a form that asks specific questions.

There are planned changes in the pipeline.

They know it's too long and would be interested in suggestions as to what to cut.

Distribution is another issue they need help on.

Cut possibilities:

Could cut some from the Wisconsin over wintering and leaving.

Multiple folding the tent scenes.

Don't cut Harvey.

Too many charismatic men pontificating.

Cuts were somewhat chaotic.

The lists on the side have mixed reaction.

Too many talking heads – inspirational ones are better than those doing technical things.

The people who joined them on the ride don't really need to be there. It's not clear why they're there.

Ma'ikwe's piece is not critical (her comment).

Phone conversation with Raines was confusing.

Are both the NC characters necessary?

Was the nursing mother and skinny dipping inappropriate and will it limit accessibility?

No a problem.

Cutting the skinny dipping would be ok – would not lose anything.

Breast feeding is ok.

There are many things that could offend people, such as the tattoo scene, so these are not a problem.

The nudity scenes do not advance the story.

The breast feeding took away from the message the mother was delivering.

Geographic continuity was a problem.

Check the mileage count.

The Greenburg scenes were key.

They are in debt and need to consolidate and start to pay down loans.

**FIC relationship to the movie.**

They want to learn what we want to do.

They have a list of 25+ distribution options ranging from involved grass roots to giving it up to a distribution company who would take a big cut but reach a bigger audience.

They have a profit sharing team. The exec producer is getting a fixed % by contract.

They are intentionally taking their time to release the film in order to build anticipation. They are hoping to release DVDs after being in film festivals and a theater run.

They want to make it accessible to the point of sacrificing profit.

Laird has told them that FIC wants to move more into video distribution, has done video distribution, is the best window into ICs.

We don't have much expertise in marketing.

When its available Bookshelf will carry it however it is distributed.

Generally we want to, and would be willing to publicize it.

We may not be the best option for them for distribution.

We can help with the DVD production and serve as a wholesaler, but they may want to use another distribution company.

We would want to be clear as to the release plan.

Could the movie be more explicit in promoting FIC?

The best thing for FIC could be using a big distributor with the FIC brand displayed.

They have talked about giving some % of each DVD to FIC and are expecting to give 10% to some nonprofit each year and are not sure how FIC will fit into that.

Make sure they have the best product before any distribution.

Use social media. Can FIC help with that?

Can FIC collaborate on creating a screening kit?

Be careful about contracts and the implications of any agreement.

They want FIC to benefit from the movie.

We should consider if we want to sanction Mandy and Ryan as FIC spokespeople.

Cmag issue on films?

FIC is interested in helping with the screening kit and many people are willing to review whatever is come up with.

### **Video**

Can we create a new revenue stream around video through our web presence?

The org has been on the cutting edge technologically in the past. Now we are not. DVDs will have a limited lifespan in terms of being a viable product.

Streaming video is the coming medium.

Can we plug into this technology?

It can be through instant pay/view or by subscription which can be by levels.

John Zielinski has developed software that facilitates the subscription model.

We would need to increase our range of video that we carry.

Ryan and Mandy agree that digital video is the way to go.

Films for Action is an example of a group making relevant video available.

Theirs is free.

Ryan and Mandy have over 1000 hours of video which they would make available to FIC.

We could send out calls for video/short films or scan internet for available video. Some content can be made available for free for some time to be followed up by subscription.

Are there opportunities for educational programs as an income stream?

How does the "gift economy" fit in the model where people will reward the making available of free materials?

There may be other benefits that accrue through using the "gift economy" model.

A model that is to provide some limited content free and with lower quality and make more, better quality content available for a price.

Marty would be willing to write to John Z. to get a fuller explanation of his ideas and how it would work.

Can we compete with others doing similar things.

We have a narrow niche around intentional cmties.

As the scope gets broadened it gets more complicated especially if there are venues that are giving stuff away for free.

Ryan thinks there is plenty of content. The issue is creating viable partnerships.

We need to confirm that there is enough content and if it would be in a form that is usable or that there is energy to do editing as needed.

The org is focused on taking in content, reviewing it, blessing it, and then distributing it.

This would move us more into the realm of broadening our content.

It would be good to have our website and content be more visual to take advantage of different learning styles.

Ryan, Marty, Raines, Lincoln will explore the initiative.

### **On-line directory report**

Tony thinks he may not be providing enough oversight for Susan.

Susan has energy to make some changes. She is doing more work than Kate was and it may take a year to catch up the backlog which is reviewing fair housing law compliance and making sure the questions are answered correctly and edited, and that the listings are updated.

There is also work to be done to make the directory more functional for seekers. She would like to have new listings be in a review period.

She's like to apply a nominal charge for new listings to create some kind of qualifying barrier to weed out frivolous listings.

Should we remove or flag listings that are unresponsive to us or to inquiries?

This is tricky because we know that there are viable communities that are not responsive.

Susan's perspective is from the seeker's view so we need to balance that with the informational function.

It's important that we continue to fund Susan's position.

Craig reports that Coho might be willing to increase their contribution.

**TASK:** Tony and Craig will look at increasing Coho contribution and shifting work load from Coho to have Susan do the Coho validation review. Craig will also look into NICA increasing their contribution.

Raines would like to have a NICA like org in other regions, including CA, replicating the structure.

Tony has been overseeing this work to the degree that he is able. It does not require his computer skills and see it as more of an ERB type function.

One option would be to have a board/directory liaison.

By default it would fall to Laird.

Craig has interest in the directory as well as events and would explore what it would mean to take on working with Susan, who is bringing a new level of activity to the position.

Harvey has been liaison to events for several years and is willing to continue and encourages Craig to assume this role knowing that events are covered.

Susan will be in MO next week and it could be valuable to open the subject with her and bring Craig into the conversation.  
We will encourage her to put forth a proposal re: charging for listings or any other initiatives she has in mind.

### **MO Office**

The facility is old, funky, cold, hot, and not pleasant to work in with the winter being the most difficult time.  
Sandhill has some space that will not be used this winter and Kim has raised the idea of using that space for the office.  
We should also look at a more long-term solution as staff is not happy with the trailer as an ongoing situation.  
We don't know what Sandhill would want as compensation for the space.  
Our guess is that the high end rental would be \$200/mo and the low end would be \$0.  
Tony would feel better if there were some compensation to Sandhill.  
Laird thinks that if we offered \$100/mo everyone would be happy. We expect that we would use it for 5 months.  
We will put this expense into the 2012 budget.  
We would like to start the process of designing a more long term solution.  
We need to identify a team to start the process.  
Ma'ikwe is willing to start the process by gathering the staff to begin a brainstorm. Laird will participate.

### **Steve Johnson project**

FIC agreed to explore an ongoing project.  
He wants to create a sustainable ongoing community project that would be a viable model community for the future.  
He has access to some considerable seem money - up to \$4M as a starting point.  
Steve contacted us. Jonathan Dawson, Ted Trainer are 2 people he is involved with re: ideas.  
He contacted us in recognition of our expertise in community to see how we could help him.  
He also needs a fiscal sponsor. We feel like it easily fits into our scope of purpose.  
The bigger concern is that we don't know him.  
He wants it to be an FIC project with him as project manager.  
Laird informed him of what we would need as fiscal sponsor re: accountability.  
We sent him a draft fiscal sponsor agreement and a set of ideas of how we could work with him.  
We recently heard back from him and he wants to get going.  
Some money, up to \$800k, needs to be moved before the end of the year. This would be a windfall to us, but we want to be careful.  
3 questions:

What name would be used?

In prior agreements we have use FIC.

How would the bank account be set up?

We would use FIC and then establish an account for his project.

Would we handle payroll?

In other projects we have not handled payroll, but he is saying he would pay for this function.

He has presented the idea that he may create a nonprofit in the future.

Payroll fees can be as high as 30% for the service.

Do we want to be open to being fiscal sponsors for anyone who wants a community?

This is a specific community and involves a specific type of community. Is that in our realm?

We don't want to be in the position of running or creating an ongoing community.

He is talking about creating a demonstration project and it would be more appropriate to help him get started and then have an org he creates pick it up.

If they have the kind of money they project having it seems that they would naturally move to creating their own nonprofit. We could include a stipulation that they pursue that status as part of our agreement.

We need to examine IRS requirements.

He is expecting to get a salary, so that indicates more need for oversight on our part to see that his salary is justified.

This project is a different scale than anything we have done previously, so has different concerns.

There is support for doing the project with due diligence around defining and exploring our concerns for the project.

Part of our role would be to help him understand what he needs to move forward on his project. We don't want to run his project.

Laird thinks it makes sense to talk to him about how the relationship will turn over.

Bill has contact that could help us deal with tax considerations.

Consultation with a lawyer specializing in non-profit orgs would be important.

This project is a long term project in terms of bringing it to maturity and could be more than what would be comfortable for us.

Tony is ok with the idea that we can support community projects given they have a strong component of education about community. The concern is more around the legalities and having clear exit options. The scale of the project requires more examination and consideration on our parts. We want to respond to the urgency but not by sacrificing clarity or understanding and protection of our legal responsibilities.

The 5% FIC charges for fiscal sponsorship assumes the other folks doing the management and giving reports. This is less than what most other sponsors charge. If we were to take on more tasks, it would be appropriate to increase our %.

Laird will take in info and send a proposal around for a conference call with board.

Board could use more information on the options of fiscal sponsorship in general.

Partner Org

Coho US now has Rebecca Lane as Executive Director

She is on the Board of Stephens College in Missouri

We think she will want to have a similar relationship with us as the COHO US we have had in the past, conference and Web

They owe us some money not a big deal right now, settle up money

Laird knows most of the Board members. Arlene is going off the board, and could have a role with FIC.

FIC held in high regard with COHO US says Craig. Their conference in June is in the Bay Area.

North West Intentional Communities Association(NIKA)

Larry Rider is at the Art of Community, he is connected to Ananda, Laird talked to him about spiritual communities being under represented in FIC. He wrote a long letter and said he wanted to join our board. Larry is the NIKA president. He is the business manger of the Linwood Ananda branch

NOMCOM needs to talk with Larry Rider

NIKA was a sponsor and paid \$1,000

Laird and Harvey were at the FEC conference. 80 or 90 people at the conference and they have been as high as 250. Dates are bad, and weather was bad. Eastwind and Twin Oaks contributed to our auction. Acorn, Twin Oaks, Eastwind are all full. This is rare. Alexis Siegler owns Living Energy Farm near Twin Oaks. He is putting out a call for Core group members. He has property but no buildings. FEC is doing well and FIC has a good relationship with them. FEC was not represented at AofC event

How can we participate with Green Fest? They are huge with 10s of thousands of people. Shawn Colman is a friend of Kevin's and has connections to Berkeley Coho.

Sharable.net and the maker fair are potential media partners. Send out an offer to their members to join FIC or magazine. Shawn is in Lairds training program.

CSA, Lanny their treasurer has talked to Laird. They have bookstores at the Communal Studies Association and should carry Cmag, the videos, and the Directory. Harvey is a member of CSA. They gave \$150 and auction items to AofC. Don Jansen, Tim Miller, Lanny and Debra Altus are CSA members and all have good relationship with us.

Laird says a flat line response to academic partnership with FIC. Betsy wants to know if we can create a reader or a collection of articles on Intentional Communities and we can try to give this to CSA. Laird and Harvey say the response has been cool. Raines says we can have an intern work with CSA to find and integrate them into our data base. Maybe a section on historical communities. Some are integrated into the WIKI already. Encourage the Communal Studies people to ask them to support the research.

Ecovillage Network of the America: Jeff Clearwater wants to bring it back. Bioregional Congress, Susan said they need help. Chant said the current plan is to use Trillian as the site for their conference in 2013 and build a regional momentum in 2012. AofC 2012 as build up to Bioregional Congress in 2013? This is an idea at this point, it has international appeal.

Bea Briggs has tried hard to work on this. They have no program or money flow programs. Pre-conference conferences that can help them get organized and include Transition Towns.

NASCO

Get Alumni to join FIC or donate literature to the co-op houses in the system. New Oberlin Students Assoc is going to talk to Harvey.



USCA is doing Alumni outreach. Big co-op system. Have lots of money says Betsy. Student co-op boards and FIC, we can reach out to them. What do we ask for? Laird got some Berkeley co-op work. Student run board of directors, VP of external affairs is a connection point. Place our literature in the houses of the Student co-ops.

TASK: Lincoln asks NP members to join FIC, subscribe to Cmag, and send people to AofC.

Network for New Culture had a second camp at Lost Valley. They have a strong regional presence. They are known as sex camp. They had 60 attend the conference at Lost Valley. Chris Roth says they are fertile forming ground. Marty says their mission is sex. Marty is a founder along with Debbie Sugarmen, Loren and Maya.

Post Carbon Institute, Transition Towns, Permaculture, Peter Bane, editor of Permaculture Activist.

Kat Steel is the sustainability Director and she came to the Within Reach Movie. Ma'ikwa knows her and could talk with her.

Pitch to Transition Towns by Laird. Could they list in our directory, or write an article for Cmag?

Patchamama alliance, they had a regional gathering this weekend.

Betsy sees value in local communities connections. City Repair in Portland.

Sustainable Bellingham can help us write the article that appeals to Roger Lewis at National CLT. Lincoln will talk to social side of sustainability. Can we be a resource, can we present at their conference?

### **Relationship of FIC to other organizations:**

Craig suggests: CoHo US prospects for more involvement include more subscriptions to *Cmag*. Also, FIC could have boilerplate articles that others could publish. Generic messages that could go out to members of other organizations (and/or tailor to specific organizations) soliciting subscriptions, memberships, participation... talk about what we could offer them, what they could offer us. We might have articles that we could submit to CoHo newsletter; they've also published announcements of Directory and FIC events. Author's permission is also necessary for article reprints in other publications.

Betsy suggests contacting local organizations. *Slow Money* by Woody Tasch talks about investing in local food systems. “Locavesting” encourages people to put 10 percent of assets into local food systems. Local communities could benefit from knowing about these local funding sources. National and regional slow money conferences and chapters have been happening.

**Volunteer coordinator:**

Laird introduces: It’s been many years since FIC had an active Inreach committee – helping people plug into work that needs doing. Oversight has been holding that – erratic success. (Did bring in Susan and Molly.) Idea has emerged of bringing on volunteer coordinator to channel potential volunteers into roles/tasks. One person might hold this better than a committee. This could also make NomCom’s work easier (or fill that role). It could potentially be a paid position. We’d need a job description. Do we want this?

Ma’ikwe says this could help people integrate. “FIC career counselor” ...could replace NomCom.

Does this need to be a paid position? Discussion...not seen as needing to be a paid position, at least not right now (considering 2012 budget). Mandy expresses interest at looking at materials and seeing if she could contribute in this area.

Ma’ikwe would like to help Mandy look at this – she thinks this could benefit FIC, and that volunteer coordinator could play proactive role, not just respond to inquiries. Laird will look for materials. There could be intake form...list of what FIC needs are, and how to get involved/express interest...chart/explanation of FIC structure...

Laird says that Personnel has already done some work in this area. Mandy and Ma’ikwe are encouraged to look at this; Ma’ikwe will contact Jenny with Personnel. Oversight still holds portfolio of Inreach and will look at this in their meeting.

**Connection to college sustainability programs:**

Harvey notes that more colleges have programs connected to sustainability. Two places seem like natural places to start with: Oberlin College (significant environmental studies program, environmental studies center, dorm, staff) – Harvey and Chris both have connections.

Goddard College: Ma’ikwe and Laird both have connections.

Harvey has contacted his connection at Oberlin, pursuing that. Chris likely to visit Oberlin in late Oct. /early Nov. – Harvey will try to get material to Chris before then.

Harvey will collect data about entrees to other programs. We’d then take results of first efforts to them (rather than trying to do all at once).

Betsy knows of some existing efforts of community/institution collaborations – will get info to Harvey.

Harvey will resend Laird's draft and Deborah's comments to Board, oversight, Chris, Mandy, and Ryan. Mandy and Ryan have some resources they can share.

**Site for next fall's org meeting:**

Laird suggests putting front range of Colorado into spring of 2013 org. meeting, combined with perhaps one-day event. Where should we hold fall 2012 org. meeting? (CA involves travel.) We could couple it with CA AOC or hold it somewhere more central. Lincoln supports CO spring 2013. Ma'ikwe notes that some potential Board candidates are in Rutledge – would be nice to have it somewhere more central. Betsy mentions Enright Ecovillage in Cincinnati, OH and the Grail Community in Loveland, OH. Some might not attend AOC if decoupled; others would go no matter what. Decoupling would increase travel costs for dual attendees. Laird suggests three options:

- 1) org. mtg. is in same area as event, right before or right after
- 2) org. mtg. is separate, right before or right after, in "triangle" (like Tucson)
- 3) org. mtg. is very separate, different weekends, separated by a month or more?

Harvey suggests org. mtg. in Oregon (triangle model).

Ma'ikwe suggests complete decoupling.

Jenny has missed three org. mtgs. in row.

General agreement: to decouple AOC and org. mtg. Interest in coupling org. mtg. with NASCO (likely November 2012) in Midwest – decoupling approved.

Cincinnati is a good candidate – maybe even Oberlin. Michigan is another possibility.

**Evaluation of org. mtg.:**

**Pluses:**

Hosting was spectacular.

Open to anyone.

In-between mentoring.

Energy was good after conference.

Good energy in this community – good movement support from Frog Song.

Well-prepared and comfortable space.

Quiet – not much sound intrusion from kitchen.

Minimal negative impact on community.

Monday night interaction with community.

Got good work done.

Good participation from new people.

Boost from good financial year.

Clear budget structure/presentation.

Good heart in org.

**Changes/areas of improvement:**

We tried to do too much.

More agenda clarity.

More scribing.

Tired energy, more steering of conversation.

Lack of clarity – better orientation and context (especially for new Bd. members/visitors).

Have get-to-know-you session before meetings for visitors.

Use more facilitation tools (mind-mapping, etc.).

One hour: new ideas that new people have for FIC – brainstorm without decision needed.

More pre-planned interaction with community might have been desirable.

Time crunch because of timing of event/schedule – schedule didn't work well (already tired after event; all-day/evening sequence may have been too much).

Have "parking lot" for topics we want to get back to – could have been more disciplined.

Lax facilitation – application of consensus tools (maybe because people know each other so well).

Physical space was difficult to facilitate in.

Website doesn't have Frog Song info on it.

#### **New Beads for FIC Story Necklace:**

Susan Frank chose a multi striped with many colors to represent the latest FIC Art of Community Event in CA.

Five sided flat rock. Green quartz looking with beveled edges...Fall 2011 Org Mtg at Frog Song in Cotati, CA

Later Cmtee mtg  
Harvey, Marty, Ma'ikwe and Laird

Inreach: T, Tom, Jack, Vera, Daniel  
T: Raines and Betsy  
Tom: Ma'ikwe  
Jack: Betsy  
Vera: Harvey (and Susan?)  
Daniel: Laird  
Ben: Marty, Mandy will get his contact info to Marty  
John and John (video guys): Marty  
Marcin: Laird

Partners on the Board:

Marty felt the conversation around Ma'ikwe being on board that happened at Chicago left the impression that FIC has a policy about partners not being on the board. Ma'ikwe has chosen to not consider being on the board because of her relationship with Laird, but that isn't an org policy.

Next conference call: October 14<sup>th</sup> 5pm, specifically re: Steve Johnson.

Freezer item Beads and Laird and Ma'ikwe dynamics bump to the winter OS Interim mtg.

Scheduling for the interim meeting is on hold until we hear from the Gaskins.

Meetings from this meeting: raw minutes to be sent out by Laird, with a note at the top that these are raw and not ready for distribution so that everyone is on board about the org policy.

Laird will connect with Jenny about the status of older minutes.

Web management job descriptions: We have a version that could be posted. Harvey still needs to learn that from Tony. Harvey will be able to do by the interim meeting. Electronic newsletter project is part of this.

Laird will talk with Tony about setting up the blog platform to get the electronic newsletter launched.

Promo post card for Cmag. Stalled with Yulia? Chris will follow up with Yulia and copy Laird and Marty on responses.

Informing Imps of meeting results:

Tanya: call to happen with Marty and Laird re: her job. Marty will set up call after Oct. 4<sup>th</sup>.

Kim: raised salary and work responsibilities shift, Laird.

Office redo: Ma'ikwe has already contacted

Susan and Molly: decisions re: membership topics and next year's profit goals in budget, Laird.

Board: separating the meeting from the conference, Laird.

Sunrise communication: telling them about the shift away from them as a location, Laird.

Emily: marketing additional job, Laird.

Susan S.: online directory invitation for her to send us ideas about revised protocol for when to remove listings for non-response and charging for listings and approved budget for her salary, putting liaison in place about when to check in with board, Tony(? Laird will check with Tony about this)

Sandhill: Laird to talk to them about bedroom space and money, and then communicate with MO staff results

Susan and Molly: do you want to play a role? Ma'ikwe

Arcadia: Laird contact site re: shifted plans

Jenny: Ma'ikwe to check with her re: intersection between personnel and volunteer coordination

Freezer: Need clarification about who is overseeing Kim's work on Cmag related items.

Freezer: who's taking the lead on event spring 2013 event? Might be Lincoln. He'll get together a basic proposal by the interim meeting. Ma'ikwe will send him an example of what a proposal could look like.

Freezer: get clear about who handles updating the website with org meeting information

Freezer: walk through the website and see what needs to be updated.

