

FIC Board Meeting Minutes
Tahuya Retreat Center (Goodenough Community)
Tahuya, WA
Nov. 15-18, 2002

Friday NOVEMBER 15 SESSION I 9 AM – 10:30AM F: Laird M: Miaya

Opening.

Cultural Icon (television) brought forth to be used as a table. Card drawing: "What do we wish to draw forth and keep in our mindfulness in this four day meeting?" TV removed.

Housekeeping (Heather)

Overview of what's what and who's who in regard to our site logistical needs. Need for volunteer to stoke up wood stove. Will check in daily to find new volunteer to do so.

Agenda Review (Tree)

No questions, agenda looks great so far.

NomCom (Tony)

Intro about NomCom. What it is, and who's involved on the committee? Request that everyone be warm and welcoming to new folks. Give potential names of interesting folks to Committee for follow up.

Task: Inreach committee make sure jobs/committee needs available at meeting(s).

Co Housing Network (Laird)

A new administrator named. Embracing larger model of who they want to be. How can we work together? No firm proposals yet. Are we on board to be working with this group? Cmag could create a special part of the magazine to deal with Co Housing. Books that they have published. Order fulfillment? They do yearly continental event. Do we want to be at their event as a regular sponsor? Any concerns that Laird should be holding as he speaks to CoHousing Network administrator?

Discussion: Concern that many in Co-housing don't want to be seen as part of community movement? Has there been a change? Key people in the movement want to embrace community movement. 60/40 break down of those wanting to join community movement within Co-housing. What are the concerns that Co-Houser's have with the community movement? Values are very close to what communities movement embraces, but no one knows for sure. Concern not to overbook Laird's and the Orgs energy when partnering up with Co Housing Net. Very successful Cmag publication when the topic was Co-housing. May not have been a big seller to the general public. Will our subscriber list increase because of Co Housers signing up? Unknown.

Lots of mainstream publications doing write-ups on CoHousing. We could possibly get our info attached if we have this partnership.

General sense of support for Laird to move forward, with care given to time and energy outputs.

Friday Nov 16 SESSION 2 10:30 AM -12:15(F).Loren.....(M) Miaya

Reports Q&A

Development (Laird)

What's up with the Ambassador packet? Is Jackie involved? There has been no communication back from Jackie as of this date. No update on the AdHoc Outreach committee created at the spring meeting. Concern that Jackie might be slipping away from the org. Those who saw her at other gatherings didn't get that feeling. Development is moving forward. Work has not stopped because of breakdown in communication. Jackie has lost use of her computer.

Task: Miaya will contact AdHoc Outreach committee to see what is happening with the group.

Tony and Laird will sit and figure out accounting for the Development mailings.

Is Laird finding enough time to do Development? There could be more energy focused on Development but time is a factor. Have not been doing much marketing. Internal communications and routings and report writing within the org takes up a significant amount of Laird's time.

Solicitation of members could be taken on by Development. It will be a proposal coming later in the meeting.

There is no Development committee at this time. Individuals step up every so often.

Executive Secretary Report (Laird)

If folks have concerns about Laird as the point person for org, they should be brought forth.

Events (Harvey)

Task: Harvey will post the address of the person to contact at the Farm if people are interested in getting involved with Farm Memorial Day Communities Event.

Folks should email both Douglas and Lotus if they want to get involved.

Templates: Will create a group of templates and job descriptions so that people wanting to take on an Event will have these resources available and will be able to get a feel if this is something that they can do.

Not necessarily looking for one person to do all event coordination at this time.

Need sites nailed down as early as possible for success. Would Events like to become the contact people for such events? Laird finds many opportunities that we could join with/cosponsor. How can FIC become a part of other group's events? Not part of Events job description at this time.

Would be good to put out that event coordinators would be compensated for their time and energy.

Executive Committee (Tony)

Info about Consultation Clearinghouse can be found in the OS minutes.

What will the FIC do at the Farm Memorial Communities Event? No funding required from us other than some mailing label costs and an ad in the Cmag. We'll bring the Book Shelf and offer some workshops.

Travel Subsidy Report (Tony)

Loan Fund (Harvey)

Why do we not make more loans? Loans seem to go in cycles. Can we expand the loans to other objectives? No exclusions that the Board can't change. The committee has parameters that they work with. Not comfortable making one large loan to one community.

Option to be a credit union? Immense amount of work to become a credit union. Sunrise is a Credit Union and all community members can be a member. Not necessary for FIC to take on the task.

Interest earned transferred to Org working budget. Better for the org to have money loaned out at a higher rate.

NomCom (Tony)

People not on the Committee can encourage folks to come to meetings. Talk highly about the FIC and being part of the Board.

Helpful if NomCom nudges the greater group prior to meetings to remind everyone to do personal invites.

Membership (Willow)

McCune has just the numbers available about Membership, he does not do analysis or create presentation. New brochure is on Developments plate.

Photo on brochure needs revamping? Some women felt it was too male oriented. How do feminists see the brochure? Is it off putting? The brochure should be balanced and show the full range of our constituency. When will the brochure be reviewed by Development?

People should talk to Laird about ideas and concerns.

Development/Inreach and Membership will put forth a proposal later this meeting about joint venture. There will be clarity about who's doing what.

Newsletter (Lotus not in attendance)

Jimmy Walter volunteers to get Lotus the software she requested.

Appreciations for Lotus's great work so far.

Newsletter has been larger in the past so expanding the newsletter is nothing out of the ordinary.

Task: Miaya will contact Lotus with info for contacting Jimmy.

Online Store (Velma not in attendance) Tony takes questions
Can others do some marketing? Velma has said that she is open to a marketing manager.
Folks interested should contact Velma.
Ads for the store in Cmag aren't very eye catching at this time.
Negotiations? Tensions have been relieved. No ongoing contract at this time. What are the actual costs and what can Org invest in the online store? Profits are not clear.

Oversight Committee (Laird)

How are the telephone conferences going since they have been opened up to all board members? Feedback: Valuable, appreciation, good, further guilt feelings about not being involved more between meetings, it's nice that it's an optional call. Only frustrating when folks who held the info didn't participate.
Chat room suggested but the phone call is more personal, more interactive.
Diana M's continued involvement will be taken up by OS.
Some people have voiced upset that they found out info regarding something that is about their area through the minutes. Felt that they should have had a personal call. Time constraints are a factor. OS already feeling over worked. On some level the OS does this extra care taking. Perhaps they should take a second look to make sure that folks aren't being left out.

Personnel (Jillian)

Working on job descriptions. Next step might be to place an ad in Cmag. The ad avenue hasn't historically worked out. Doesn't mean that it shouldn't be followed through on but should not be the only avenue used to find people to fill the openings.
Cooler: Jobs announced at Saturday night Soiree.
Two jobs will be presented later on.
Task: Peggy will copy Cmag manager job description and add to reports packets.
Marketing manager approved back in 2000.

Publications Manager

Awareness that this position is not filled at this time.

Web Weavers (Jillian)

How much work is Charles taking on right now? He's well ensconced.
Community database is separate from IC list at this time. Dir4 and Web Weavers need to talk about how this list will be handled. Should they become one data base?
\$500.00 a year paid out for service. Should we consider a free service? They are looking at this. The costs are being taken care of without any problems.

Friday Nov 15th, SESSION III 4:15-5:45PM F-Tree M-Charles

Tree intros with a song "the more we get together"

Housekeeping: Cmag focus group added to agenda so that input from fresh faces could be utilized

Soiree (Laird)

Lots of people in the area have been invited. It will take place at Unitarian Church in Bremerton. Mainly oriented as a networking event. Unsure of what the actual turnout will be. This event is the FIC trying to do the networking thing better. Inreach had particular roles at the event to talk to the people and answer the tougher questions.

The event was billed as a gathering for anyone that is trying to build community, not just people in intentional community.

May be doing a debriefing about how the event went the next morning.

Talked about possible fundraising at future events (silent auction, parties, etc). There had not been enough time to plan for this event.

Finance (Tony)

Report covers the first three quarters of 2002. (See report for specifics)

Income notables: Cmag and Dir3 wholesale sales significantly down. Video is below budget, but that is because the release was late...so it is actually as expected. Loan fund interest is doing well because someone paid their loan early. Bookshelf higher, but see discussion later.

Expense notables: Bookshelf high. Office labor costs are up significantly: labor overlap for changing office manager, taking on tasks that used to be volunteer tasks, possibly not all expenses for office have been categorized out properly. Other expenses lower due mostly to not getting a new marketing manager. Secretary salary probably lower due to third of Laird's salary now coming from Development, Tony will check into this.

Balance sheet notable: Equity is less than the amount of loan fund, which shows that as an organization we are essentially dipping into this fund for operations.

Cash flow notables: Somewhat tight, but not as bad as it was in 2000. OS is paying attention to cash flow. Bookshelf is carrying higher inventory which affects cash flow.

Bookshelf specifics: Mail order and events sales have been doing exceptionally well. Event expenses are significantly up; this is being looked at in future to make sure an event is viable based on expected sales made. Bookshelf is making money!

Cmag specifics: Wholesale sales are down. Could be due to less Cmags being shipped, not clear yet. Subscriptions holding the line from last year. Back issue sales are down, strange since they can now be easily ordered online. Expenses are on target. Overall this might not be

a clear snapshot, some expenses and incomes might not have yet been entered. There has been better targeting this year of how many Cmags go to distributors based on expected sales.

SATURDAY NOV. 17 SESSION I 10:45 AM – 12:15 PM F: Harvey M: David K.

DIR4 (Tony)

The Directory is no longer a money making venture. There is a year or two left for Dir3. There needs to be a new direction.

- Proposal:
1. Implement the 4th edition in paper and web versions. AGREED
Will need funding since it will not be money making and a smaller edition.
 2. Maintain the data continuously. AGREED
This will need funding. On-line updating hopefully.
 3. Set a time line and start fund raising. AGREED

Discussion:

What kind of quality product can we put out both in the book version and web form? We need an ongoing salary for maintaining the data. The Directory can be a part of our vision without the need to make money from it. Two full-time jobs: one to produce the book and one for the web and data?

It's possible to have print on demand to publish the book. We need to pay people then for the system to last. Layout can be somewhat automated so it can be updated and reprinted easily. Print on-demand may not be acceptable quality. What do we want besides the listing of communities? Sustainable businesses may want to advertise in Dir4. Articles are essential for those who are looking for communities to join. People may want to pay for a subset of the Directory with details for specific needs.

What will the workload be? Communities can do their own updating and select their own time frame to be asked by FIC. It could be a half to a full time job. One fifth of the work that has been done before will be done each year. It may take two jobs, one programmer and one data collector. Students could be a resource for help. There could be students willing to do data collecting in exchange for room and board at a community.

First must prepare the software to start data collecting. We do want the web part to move forward before the print version moves ahead. Direct Laird to go after an endowment for the data collection and maintenance. Is an endowment an appropriate way to raise funds?.

TASK: Dir4 Committee will prepare a written proposal for how this project will move forward.

SATURDAY NOVEMBER 17 SESSION II 2:15 AM – 3:5 PM F: Tony M: Charles

Housekeeping: Cmag biz manager job description available

How is the FIC perceived? (Laird)

There's a lot of "non-regulars" so looking for feedback and mostly the Board members are listening.

Questions poised:

1) How clear is the FIC mission?

Links intentional communities

Outreach to help explain what is out there

Promotion and archival information of communities

Telling people that they could be working better

Develop and maintain resources that communities could not do by themselves

Support IC's in what they are doing: consensus, facilitation, (technical assistance)

Information clearinghouse for academics and other researchers

Education, Networking, Promotion

News and media contact

Helping people understanding the benefits of living in community, versus individual home ownership

2) What is the value of what FIC is doing?

Web site, especially the Reach board

Widespread feeling of connectedness and safety, then growing out of that creativity

Professionalism of productions (Cmag and Dir) is potent tool to people that don't know about IC's

Hope to people that are alienated by society that they can find "family"

Awareness of the diversity in IC's

3) What is the FIC constituency?

Potentially all people on Internet that go to topic oriented chat rooms (anyone with common interest that could live/work together)

Anyone having troubles finding the family life that they want

Concentric circles of existing communities, Coop America, and those in society looking for something different

Unemployed with skills

Aging population, seniors

Old hippies

4) What work should we be doing?

Expanding movement outside of the white/well-educated base

Bridging to other forms of community (neighbornet, or other ethnic communities that already exist)

Easier to get more extensive information about communities on web site

Public housing authorities for technical assistance of FIC
Local, regional mixers and meetings for people in FIC
Saving our planet, how different elements of business, communities, neighborhoods, etc. could work together to make the planet a better place
Marketing of the IC movement, ads in newspapers, guerilla marketing (sticker campaigns), etc.
Holding meetings in a circle versus in "lecture format"
More international inter-linking, inter-community linking/borrowing/sharing/traveling
Helping understanding what the differences are of community
Sponsoring more writing (articles, novels)
Events and gatherings that are less cost for attendees, making the events more accessible
Positioning FIC as more that people can have community anywhere, instead of just being on the edge
Posing the value of IC as a solution to many of the social problems
How IC's can provide more service (helping) to people outside of IC's

5) Comments on the quality of FIC work.

Video is great
Publications in general are wonderful
Working out interpersonal relationships and being able to grow stronger
Need to work on the perception of only being on the fringe, or is it that we are the fringe and IC offers something the mainstream doesn't

6) Anything else?

Many people in community don't believe that FIC is doing enough to help people be part of helping the movement. More linking, more sharing, more tangible value is needed for a community to be part of the network.
Board of Advisors made up of reps from "all" IC's
Timeshare listings (member "trading") for stays at other IC's for community members, major medical (PEACH) system, more solid benefits...much championing of this by people in discussion
Children's book about community
Communities unit/curriculum for schools
Cookbook
Outreach to young activists with technical assistance

NICA and Regional Orgs (Laird)

How can the FIC be allies to regional orgs (especially NICA since that is where we are)?

General talk about NICA and what it does by the NICA board members that are present

NICA helps with marketing and publicizing of ideas like FIC PEACH or timeshare tracking (trading members, community exchange program). NICA would love to be of help with this.

FIC writing for NICA newsletter.

FIC members meet with the NICA board occasionally.

FIC helps promote the good model of NICA as a regional org. Offer by Rebecca to write an article about NICA for Cmag.

NICA could help FIC: by letting people know about FIC publications and presence, by helping FIC fundraise with an event, NICA board being part of FIC

SUNDAY Nov 17 SESSION I 9:00 – 10:30A.M. F: Willow.....M: Miaya

Laird's request: Feedback about Saturday nights soiree?

Great turnout of folks. Worth doing. Sharing took longer than it probably should have. Left little time for chatting afterwards. It was hard to sit in yet another circle for those in meetings already all day. Suggestion: Person sharing could walk around when speaking to keep the attention. Some sort of ice breaker before sitting down happened. Asking for advice from others was nice. Perhaps we should have asked for donations?

Events (Peggy)

Events Committee has been rather dormant for the last few years. Want to put energy into creating a vibrant Events team. There could be many events the org could get involved in, but have no coordinator(s) to follow through.

Creation of specific roles for a team to plug into.

Work the committee has been working on so far:

Goals: Create and maintain an FIC events program, and manage the events program by overseeing the creation and implementation of individual events within the FIC framework.

Personnel: Find event coordinators and other personnel, including volunteers. Manage creation and signing of major personnel contracts. Provide guidance on personnel compensation rates.

Sites: Locate possible sites for events. Develop a list of sites.

Manage creation and signing of site contracts.

Budget: Provide assistance in creating a budget. Oversee budget compliance.

Identify other events that org could collaborate with, and friendly groups we could create events with.

Within FIC communication: Transmit values input from ELC and Board to the event team.

Identify Board/ELC level issues and get proper resolutions.

Write reports to Board of events cluster activities.

Consult with Board and imps for event themes, concepts, etc.

Provide support for the events team as needed, with information, gathering resources, etc.

Templates: Create event templates for one and two day events, including planning needs, job descriptions, sample documents, budgets, etc.

Maintain the templates for events and provide them to event coordinators.

Keep files on all events and update event templates as needed.

ROLES:

1. ELC

2. Events Committee

Convener

Site search

Contracts

Personnel Search (events coordinators)

Template maintenance

Volunteer List

Budget Overseer/Advisor

Marketing Manager

Tech Support

3. Events team

Coordinator

Program Coordinator

Volunteer Coordinator

Marketing (national and local)

Registration

Future plan: To do an event in Ithaca, NY in the spring.

Peggy will be the Convener of this Ithaca Event committee.

Discussion:

Separation of different roles that can be handed out to a team and not just one person.

Still in the early stage of development.

Committee job description should be run by the Board.

TASK: ELC will write up a report and send to OS and then final report will be submitted to the full Board.

Cmag (Laird)

Cmag is struggling financially. Half of our budget goes to Cmag. Org is solid about doing the magazine but not good that the magazine struggles financially.

Discussion to focus on income side of Cmag:

Subscribers:

About 1600 - 1700 subscribers at this time. Twice the amount of subscribers when Org. took Cmag on. Org has automated renewal notices set up already. Have done other experiments that didn't pay off with higher subscriptions.

Having the magazine come out in a timely manner so that advertisements and calendar notices aren't irrelevant. Org is aware of this. Many different reasons for the hold ups. Editor/publisher is very much aware and working hard to try to keep Cmag timely. If others could help to shepard the Cmag when things don't fall into place for a timely issue this could be helpful to the editor. Those willing to help should contact the editor to see what help is needed.

Articles in Cmag about other aspects of community that may not be "intentional" and pitching the mag to this group.

Bookstores go through distributors so they're pretty much taken care of. Pool of folks willing to go out and place Cmags at new outlets?

TASK: Laird will send info to Mary, Fred and Nancy from Songaia, Jimmy, Michael, Miaya about which bookstores, co-ops and Libraries, etc in their immediate areas already selling the Cmag and Directory.

Libraries aren't fully covered but they're not easy to get into.

Approach Libraries with a larger idea about a topic that covers an area of learning. Suggest creating a section of the Library that deals with alternative lifestyle, etc.

Library association approached. They're online and very effective.

TASK: Laird will contact Cathy at Cascadia Commons about contact info for Library Assoc.

Publish extra copies of Cmag during one print run and send a second mag to subscribers asking them to give the mag to a friend that might be interested in subscribing.

Banner ad on Web site to promote the mag.

Use the publisher column to promote push for more subscriptions. Perhaps have a contest attached to it.

Promotional issue and rate to catch first time subscribers.

Gift subscriptions. Discount for gift subscriptions for more than one purchased at a time.

"Bill me later" allows for folks to be more spontaneous, but getting payments doesn't necessarily work on Org side.

Calling the MI office was off putting for one (more?) caller when seeking to purchase Directory and mag.

Call for more personalized articles that will lead to more communities wanting to have the Cmag.

Direct mailing to community seekers (those who bought the directory).

Natural food co-ops are a great outlet for the Cmag.

Potential subscribers could get a smaller sample copy.

Put into individual signature on email a blurb about supporting FIC.

TASK: Harvey will write up signature blurb and send to ALL so that others can follow suit if they desire.

Newsstand distributors:

Those who have done it find it very gratifying to place the Cmag and Directory. Small independent bookstores are dying out. Taken over by large chains. Barnes and Nobles will be taking on Cmag.

Advertising:

Web site not as comparable to other web sites. Not as slick. The Cmag is being seen as very professional. Pitching more strongly to the readers that they could be advertising in the Cmag. Big need for a Cmag business manager.

Publicity:

Article in AARP could really do the Org good. Anyone willing to pitch the idea to AARP? National exposure is good. One well written article placed in several large publications.

Back issues:

Target specific groups to send back issues to. Have them available at events for facilitators to pick up. Find out how unsold Cmags are returned to distributors for credit and see if they are trashed (torn covers). Folks with a relationship to independent bookstores/co-ops could pick up the unsold Cmags and bring them back to Org.

Donations:

Seeking individuals to help with the publication of one issue. Ask for help via Development letter.

SUNDAY Nov 17, SESSION II 10:45 – 12:30 F: Jillian M: Thadd

Direction from Board to OS (Laird)

When there are holes in responsibility, these things fall to OS:

We have a chronic hole in marketing. So how much should OS do to fill these holes?

Specifically on marketing? At this time individuals on OS also taking on site committee work, bookshelf management, that are necessary needs of the Org that no one else is doing. Those on OS feel overstretched already and feel taking on Cmag business could be detrimental to other financial stuff

Pulling together a more active Sites committee within an active Events committee would take pressure off the OS committee.

Laird says his work with OS is a small bite of his time, but in terms of implementing some of the ideas from the last session, taking on holes in Cmag marketing may be too much.

Is it possible for Tony to shift attention to Cmag once Bookshelf is rounded out?
It's noted that Bookshelf could easily lose as much as Cmag if it were neglected.
We may have to make choices, shifts, but not discourage the work that is happening.

Org should spend time getting positions filled, which could really pay off.

Job that could probably fall to Oversight is the financial piece.
Financial work is a regular OS function. Is the Board dissatisfied with that work?
There's a sense that we should be doing more analysis to see how we're spending our resources. So does the OS need to be improving the systems or the analysis?
When Bill came on board, he did more of the financial analysis and direction. He has not been doing that actively. Doubtful that he has the time. What is needed at this time?

Does the Board want OS to spend more time on financial analysis and direction rather than the marketing question?

Laird sees himself doing a lot of it, and would like direction.

It's not overall financial analysis, but someone sitting down with CMag and saying, "So why does this cost change?" The problem is accurate and timely bookkeeping, and Laird is willing to step in to help them. If some of the other managers would be able to do that financial analysis, we'd be getting more interesting information about the demographic of the subscribers, for example, or how certain costs change. Org struggling to just get basic numbers. We have the ideas, and we don't have the human resources to try to follow through on them.

Does the OS take it on? There's a real need for this kind of analysis as a management tool. OS has made it a priority to analyze the numbers should we be able to get accurate ones, to prevent things from getting out of control in the organization as a whole.
Laird doesn't have enough hours in the day for taking on these unfilled positions. But he could help with some of the training of a person interested in taking on the job.

Org really needs a Cmag business manager. How can the Board help Personnel finish the job and fill the positions?

We are looking for someone with skills, and we can pay them.

Task: Jillian happy to discuss Cmag Business Manager position with any interested people with ideas about who or how to fill this position.

BUDGET '03 (Tony)

Column of interest is the far right column, the proposed budget.

Most of these are reasonable, conservative, or straight-line estimates based on this year's sales. Bookshelf shows similar sales, Cmag is projecting a slight downward trend, as is the Directory, If all continues as budgeted, we'll sell the existing stock of directories by Spring of '04. Then we'll have to decide on whether to reprint Directory 3 or push for publication of Directory4. So if these trends continue, we'll be able to pay off the loan associated with Directory 3 before we sell out the stock.

Membership, WebWeavers and Other are all a straight line.

Video sales are hoping that we see the big sales.

The thing that looks off is the loan interest, which may not be seen if there are not good loans happening.

The loan interest and video numbers seem a little high. There's more reason to promote Bookshelf, there are two more and better events that would increase sales considerably. Events will likely be better. Auctions should be better also, under Other income.

Increased activity should lead to some coattail effects. These are reasons to see these as conservative numbers.

Not clear on Development lineup for this year. These numbers don't reflect new things like an Endowment. We have cultivated a new target group, we have a number of people who are demonstrated givers, and we are going to give them a chance to give again. Second or third-round donations can be better than the first. Each attempt to cultivate the pool of potential donors have paid for itself immediately, and generated income on top of that. We don't really know what the profitability of the secondary effects are, but all data suggests that this is really where the payoff is.

Concerns raised about keeping the video sales the same as last year's budget projection after Geoph returns to the Farm to start editing the next video in January. Concern that when Geoph is not on the road doing events, we won't get the video sales. His personal sales aren't reflected in the budget. If Geoph is not going to be on the road, we should adjust the video sales to reflect lack of promotional energy for sales of video.

It's not clear what our deal is with Geoph... he may give org a check for \$3 a tape...

He's the owner of the video. He has a distribution deal with us, but since he's the owner, he can take them and sell them himself. If fewer tapes sell, Video may actually show up as a loss due to the accounting overhead factors for administrative effects

How many units of video for the budget? 350? 400? Exact number not absolutely necessary because it is mostly pass-through... Tony will play with the numbers and come back with a final budget tomorrow.

Geoph's tour has also brought in a lot of Bookshelf sales. Accounting doesn't track that particular. We're not talking about a precipitous drop, but there may be a tapering off of book sales, we might want to consider lowering these figures too.

Expenses:

Bookshelf expenses are calculations based on sales, except management labor and conferences, etc. My sense is that we should keep that out, otherwise Books would show a loss, even though we have increased sales. Also the office overhead, we are really not showing profits. So hopefully we can forego that conference. We're trying to keep Event expenses and things like that down.

(See profit and loss statement for details of Expenses.)

Last year org budgeted for Marketing Manager and Marketing, and it didn't get spent. Most of the expenses in Other are mostly the same, however \$2,000 added for Marketing. Not prudent to add more, since we don't have any action happening with this money. It was a reasonable guess, and would enable us to take action, and then add more when we actually hire somebody.

\$1 per video tape income is earmarked for marketing.

Office budget is mostly the same. The biggest change is the labor in the office. It's a straight-line estimate or rather 90% to account for training that happened this past year. About \$4-5K reflects additional labor, and \$4-5K represents loss of sales.

Discussion:

Suggestion: Change the name "Art of Community"? It's hard to change the name in QuickBooks.

If we do find a Marketing person, OS and Exec will find a way to make it happen.

We will want to be aware of cash flow issues like signing a contract for an event venue. It should go through Accounting, then Oversight, and Events, before we write any big checks.

Directory '04 (Tony)

What to expect from the print version, then we'll move on to the costs and details, etc. as well as our priorities for completing the project.

Here are some potential differences from the last edition that were discussed:

- Size – smaller perhaps, based on cost. Perhaps 6X9
- Cover – 4 color or perhaps 2 color?

- Basic Articles
- Community Listings – more updated somehow? Approx. 500-600
- Keyword Index – communities can specify keywords to associate with them
- FIC Info – products, services, etc.
- List of Networking Organizations (AGN, FEC, TCN, etc.)
- Ads
- Geographically Sorted Text list in addition to the map

Also, based on funding, we would also want to do these:

- Maps
- Charts

What does this leave out:

- Whole Array of Articles
- Extended Resource Section
- Suggested Reading
- Standard Index of Articles and other non-listing materials

Discussion:

What about International Listings? Suggestion made to drop it. Point people to the international resource sources.

Are maps easy to do, and charts harder? Could we do the charts on the web easier and better? The creators of the Dir3 found the maps really hard, especially if they have to be in electronic format to go to Print-On-Demand.

The charts can be reduced to fit in a smaller format.

Our image is very important, and people feel like we do quality work. While we must be mindful of cost, it's important to be careful not to cheapen our appearance. OK to make some choices that are more expensive to keep our professional image. For example, org made the switch to a stitched cover so that if the user actually uses it as it's intended, it would not fall apart the way the glued cover of Dir2 did.

The complaints for a glued binding were sizable. Accessibility could mean cost, or could mean readability. We don't want to undo what we've worked so hard to create.

\$30 crosses a threshold, that there are a lot of people who can't afford it. Most are in agreement to keep it in the \$25 and under range to make it affordable.

How about a \$10 CD of the directory? That's 50 cents per CD to produce. It's great for people who are in rural communities with computers who don't have Internet access.

Is recycled paper too expensive? Print-On-Demand may not allow us a choice.

Volume of paper may determine materials costs. So the size of the run may determine our ability to choose.

How about going to newsprint?

How about two versions of the directory? One could be with newsprint and one with the stronger paper? One would cost more.

Directory needs to be durable, and hold up over years of use. People should not have to replace a \$20.00 book that should have been made well in the first place.

Directory is often the first introduction to the intentional communities movement.

Pictures are very important, and it doesn't seem like pictures are on the list. People may be more interested in buying the book if they identify with it. Newsprint would not be the best format for photo reproduction.

Perhaps an eco-foundation or something like that would subsidize us if we used recycled paper or hemp paper.

Heartfelt thanks to Jillian and all the people who worked so hard on the Directory for publishing the most beautiful and engaging directory that has ever been published in the history of the FIC.

SUNDAY Nov. 17, SESSION III 2:15 – 3:45

F: Tony

M: Miaya

“Communities Relations to War” Al Andersen
Historical overview of sovereignty between nation states.

US president wants freedom for Multinational Corporations, not for individuals.

When are we justified to be coercive? Only when we intend to stop an injustice.

Create a new confederation around the world who are committed to justice, equality and fairness and decision making processes that hear everyone.

Build communities from the bottom that embrace justice, equality and fairness. FIC is this kind of org.

Discussion:

Question of the difference between rules and agreements.

Get to where we as a people get our consciousness to agree as to what is fair, equitable, just, etc. Options come to us and we make choices from those options. Make a commitment to fairness, equality and justice.

Most of the population is in fear reaction most of the time. Being involved with the communities movement alleviates some of this fear. Not all of the choices made by our government are made out of fear but out of greed and a need to dominate.

Setting forth a basic concept of hope. Nurturing, inviting, challenging, participating.

Invitation to make choices. Challenge of meeting others who will share the same universe.

Opportunity to participate in how to work out these differences.

World Order Models. Need for a different perception of the world. Globalization from the bottom.

What can the FIC or individual communities do?

FIC keeps the International listings of Europe in the next Directory.

If a person is going to take a stand against something the government is doing, it is best to be upfront about where you feel the government is going against your personal morality.

IC's can be a place where moral questions can be researched and the results distributed to the larger world.

There is hope living within the communities movement.

What awareness can we as an Org focus on? Where can we take this conversation?

There are movements happening at Universities. They are the key to changing the world. They feed the corporations with the intellectual property of educated people. These student movements are our kindred spirits in altering the world for the better.

Build communities that are candidates for a federation of people committed to justice, fairness, and equality.

We must say no to what our government is doing. But not in a violent way.

Where do we find hope in such an insane world? The Berlin wall and S. Africa apartheid fell.

These are good things, and they fell because what held them fell apart from their own corruption. All things change. We should try to shepherd changes that will inevitably change into good changes.

There are bad things happening and at the same time very good things happening also. Things seem to be speeding up all around us in every aspect of life.

The problems we face today are caused by the rip off of the rich getting richer and the poor getting poor. Corporations go into other lands and make some rich while others suffer. The natural environment should not be privately owned. Income of natural wealth should be fairly shared by everyone. A common heritage for everyone. Property/land should be placed in common heritage and leased out to the people living on the land. Everyone pays the lease and the income from the leases would be distributed to all that live on the land. Income from coal, oil, gas and other natural resources should be plowed back into energy alternatives since they are finite resources. Thinking of future generations must be taken into consideration.

MONDAY November 18 · SESSION I · 9:00 – 10:30

F: Marty....M: David

Budget '03 Final (Tony)

Video, Loan Fund, and Other income lines were changed since the last version.

\$2000 has been added for marketing/marketing mgr in other expenses and none for Cmag manager.

Discussed funding of managers for Marketing and Cmag managers.

Org put into the budget when it happens. Personnel is directed to go ahead on finding people to fill the above positions. There are concerns that the budget should reflect what we are intending to do.

Inset into the budget \$3000 into Other expenses for open Marketing and Cmag Manager positions. AGREED

Budget Approved. AGREED

Personnel Job Descriptions (Jillian)

Admin Staff

Some overlap with the proposed Cmag manager. In the absence of the Cmag Manager then the Admin Staff will continue to do these. Items 3 and 12 on page two of job description should be marked as being possibly done by the Cmag manager. This job description can change as appropriate with future changes and the current description represents what is happening now. The Board sends thank you and appreciation for The Admin Staff and all they take on. On page 2, item 8 - Change to "maintain promotion supplies and request for more as needed".

Task: OS - Page 4 under "Products and Services" Item 6 - is this in fact true?

APPROVED

Cmag Manager

Add Cmag Website monitoring and submitting pertinent information, writing reports to the Board, and help in preparing budgets.

Coming up to speed may require more hours, then it should level out to about 4 hours a week. The promotion part may take many more hours. The promotion work to fit in to the hours allowed.

Task: Laird to define the business/marketing relationship for this job description.

APPROVED with the above task.

Dir 4 Committee (Tony)

This committee is sufficient. Needs to come back to the board with the endowment fund raising description. Not done with the quality/ accessibility question.

TASK: Committee will consider the timing of Dir4 in relation to the exhaustion of Dir3 and report back at the Spring Board meeting.

Monday Nov. 18th · Session II · 10:45 – 12:15

F: TreeM: Miaya

Committee Shift (Development/Membership/Inreach) (Laird)

Membership is a way to support the Org. monetarily. It can be seen in the same manner as Development as a money promoter.

Membership also maintains and improves membership outreach.

Concern that Membership and Development could look like they don't know what the other is doing if both are sending solicitation letters.

Development would be willing to take on the solicitation role and then the human aspect of the membership would be passed onto Inreach. Inreach would assist folks in finding other ways to support the Org, other than just financially. The shift would create a more robust team with Membership and Inreach coming together.

Discussion:

Inreach(Membership) would still support Development in different ways, Membership at this time has a letter to past members to rejuvenate their involvement in the Org and up their membership again. They would like to follow up on that.

Development will be in continual communication with Inreach as to what is going on in the Development realm.

Membership Benefits? Who will continue to do this? Development feels they would take that on. If it's money oriented Development will cover. Continued conversations will take place to designate exactly what tasks will be taken on by Development.

Membership renewal has been on autopilot. Development will speak to and coordinate with Admin staff about such topics.

TASK: OS will revise bubble diagram to reflect changes.

Membership will not be tasked to do fundraising which in the past they were uncomfortable with. They feel Development is better able to do this.

Freezer: Board discussion about people as dollars, energy, etc and how Org prioritizes how people are seen and utilized.

Membership letters going out needs to be coordinated. Concern about Development taking on this automated task and losing time needed to do other development tasks.

Development feels that looking at the numbers will not impact them since they are basically doing this also with other development tasks. Talk to Velma about passing on these numbers.

Concern that schedule for renewals will be put off with Development taking on task. Better if Development checks in with Velma to get on a good schedule so that money flow continues. Development doesn't understand fully the concern brought forth. Development sees only opportunities to move ahead.

Proposal: Membership committee will be split between Development and Inreach committees. Development will take on membership maintenance and development while Inreach will handle the welcoming people energy as it already does. Inreach may offer support for member maintenance support. Development will pass on folks with a desire to get involved in Org to Inreach for follow up.

AGREED

Ecovillage Network (Laird)

Linda wishes to pass on info:

Interested in events and being in contact about future events that Org is involved in.

Creation of subcommittee for urban Ecovillages within their group. Would like to know of other urban eco villages.

Sustainable Village, Multi faceted appropriate technology. Seeking promotion of them.

TASK: Harvey will forward event info that is happening in Sept '04.

Feedback (Laird)

In print we ask for feedback and Org has a process for dealing with this feedback.

Last few months some stuff has risen. Sometimes light, sometimes heavy.

Web Weavers get requests from groups that might be kind of iffy. Some people are critical of different communities and express themselves very negatively.

How can Org be helpful in being peacemakers and help with resolving conflict and mediation. Get people talking. Nobody has asked us right now to help with any conflict. Laird has no proposal at this time. Should we make a place for both sides to be heard? Do we want to get involved and if so who would do the task?

We've been doing it one case at a time.

At this time we create disclaimers on website about groups that come under fire by unhappy prior communards or visitors.

Some feel that Org should not be more proactive at this time. What is being done now is enough.

Cmag Advertising (Laird)

A return to brainstorming about Cmag improvements.

Patricia G does classified ads and Diana C takes care of other Cmag ads.

How can we improve advertising in the mag?

Regional inserts that are based on zip codes.

Don't sell premium classifieds, will take away from Cmag.

CoHousing enhancement

Ads online

Coordinate with Velma and ask her to suggest ads in Cmag when she's asking about web ads.

Double exposure in several different mags. Work with other mags to increase ads in all.

Look for Advertisers in like valued pubs.

American Prospect, YES, World Press Review, Naturists Society, etc.

Co-op America ads

Approaching the larger bookstore chains about ads

Publishers who are putting out new books

Match themes of Cmag to advertisers

International Forum on globalization

Global Exchange fair trade

World music

Bioneers

What are readers interested in suggests where to seek advertisers.

Reader response

Individuals wishing to peddle ads on consignment?

Whole Foods

College newspapers

EVALUATIONS

Positive:

Hot tub

Food

Timing of sessions, good attention by those participating

Salmon run

Salmon chowder

Heather's cheerful announcements

Org members and others very congenial

Sam the dog

Cedar grove

Hospitality of Goodenough community team

Comfy chairs

Good local turn out

Lending opportunities to let outsiders share in schedule such as:

Naka-Ima and Embodying Community exercise

Friendly openness of group

Great food prep and clean-up

Goodenough directions by phone was good for some

Light agenda allowed for better mix

Open Discussion

Weekend meeting

NEGATIVES

One phone line

Vague directions

Low community representation

Lecture hall seating

Lack of public transportation

Plenary time reading of reports

Missing significant amount of reports

Copies of reports ran out.

Organizing done by too few folks

Cost was a little high for some folks

Unclarity about what the topic might have been at the Open discussion.

Clearer guidelines about what community expected from us

Missing players

Soiree was far away, ferry made our timing incorrect.

Email and copying difficult

People coming and going

Attendees list template was not on anyone's computer

Overload of kitchen and housekeeping staff mentioned by GE community