

FIC Org Meeting Minutes

November 17-19, 2017

Arcosanti, Arizona

Agenda Schedule Outline

Friday Nov 17	Sat Nov 18	Sunday Nov 19
<i>8 - 9am</i> Breakfast	<i>8 - 9am</i> Breakfast	<i>8 - 9am</i> Breakfast
<i>9am - 12:00pm</i> Agenda items	<i>9am 11am</i> Agenda Items	<i>9am - noon</i> Agenda Items
<i>12:00 - 1:30pm</i> Lunch	<i>11am -noon</i> Breakout sessions	<i>12:00 - 1:30pm</i> Lunch
<i>1:30 - 4pm 5 pm</i> Agenda items	<i>noon - 1:30pm</i> Lunch	<i>1:30 - 3:45 pm</i> Agenda items, closing
<i>4pm - 5pm</i> Breakout Sessions	<i>1:30 - 5 pm</i> Agenda items	<i>4 - 5:30 pm</i> Oversight
<i>6 - 7pm</i> Dinner	<i>6 - 7pm</i> Dinner	<i>6 - 7pm</i> Dinner
<i>7pm</i> Board Sharing Circle	<i>7pm</i> Evening w/ Arcosanti Folk?	

Schedule with detailed agenda

	Friday	Saturday	Sunday
8 - 9am	<i>Breakfast</i>	<i>Breakfast</i>	<i>Breakfast</i>

<p>9am - 12:00pm (180 - 15 min break = 165)</p>	<ul style="list-style-type: none"> • Opening, check-ins, agenda review, house-keeping (70; Cynthia) • Budget overview (30: Ma'ikwe) • Coalition report and discussion (60: Nick) 	<ul style="list-style-type: none"> • Breakout I (45) • Breakout II (45) • Breakout reports (30 mins; Cass) • Intro to Branding conversation (30; Marty) 	<ul style="list-style-type: none"> • Budget review, and budget process for 2018 (60; Jeff) • EOY fundraising plan (60; Jeff) • Brand (particularly name and logo)-- build on staff work (45; Marty)
<p>12:00 - 1:30pm</p>	<p><i>Lunch and Tour until 2</i></p>	<p><i>Lunch</i></p>	<p><i>Lunch</i></p>
<p>1:30 - 5:00pm (210 - 30 min break = 180)</p>	<ul style="list-style-type: none"> • Report from Staff retreat (45; Cynthia) • Narrative: Should FIC be prescriptive or descriptive? And what is our big picture narrative (esp. re: private ownership, capitalism and liberation)? (60; Harvey) • Biz model, incl. do what we do better (and/or) expand programs and income streams? (60; Marty) <ul style="list-style-type: none"> • <i>Organize breakouts (15; Ma'ikwe)</i> 	<ul style="list-style-type: none"> • Review Org Structure (30; Harvey) • What are FIC's needs and how best can we get them met? (45; Cass) • What is the best role for the Board in that? Build on staff work (45; Nick) • Start End of Year Fundraising (30; Jeff) 	<ul style="list-style-type: none"> • Spillover items (Facil by item) • Closing (30; Maikwe) • 4-5:30 pm Oversight
<p>6 - 7pm*</p>	<p><i>Dinner</i></p>	<p><i>Dinner</i></p>	<p><i>Dinner</i></p>
<p>7pm</p>	<p>Evening exploration: Why are you on the board? What inspires you?</p>		

Notes:

Agenda items

Things to add:

Breakout Sessions:

On the agenda:

Overall, this agenda follows two main tracks:

- 1) Items related to big picture questions of organizational identity and structure (which mostly come toward the front end of the meetings)
- 2) Items related to our business model, fundraising and finances (which mostly build on those earlier items)

There's a few other items in here as well, but that is the high level summary of what we will be exploring this time.

Alliance CoLab Retreat Report and Dialogue

Presentation from Cynthia: [Alliance CoLab Retreat](#)

[Full Notes from Alliance CoLab Retreat](#)

Marty: We have been open to collaboration in the past. But there have been concerns about how much the other player will step up, or will FIC end up holding most of the commitments. Worth pursuing..

Chris: What is the bottom line input? Of time and resources?

Nick: Orgs can opt out at any time. Alliance is formed around projects.

Case: Patterns and teams are formed around projects

Sky: Time and energy hopefully won't be more than what we are putting into the GENNA Council currently

Jeff: Orgs are sovereign in this experiment - new way to collaborate on the planet. Make sure they stay sovereign. VillageLab - the coalition already got Jeff, Jamaica, and Keala. Questions about NuMundo's involvement - allowing their gifts. Agile approach. Lots of room for FIC to grow - west coast, etc.

Cynthia: Share concerns about NuMundo and see a lot of mutual exchange. Committed to supporting this.

Maikwe: We need social media support... so share staff... automatically posting to all pages. Could create more strategic use of time/energy. Cynthia and Chloe lead organizing. Story of one lunch... support for website from millennials. Informal magical exchange.

Cynthia: Vision for future alliance retreats, including training and informal dialogue/exchanges - container for innovation

Maikwe: Do we have the Board's approval?

Harvey: Interns and volunteers, need to pay attention, we will be learning about our partners. Be careful about owing money. Can make good partnerships.

Chris: Low risk and can make adjustments along the way. Feedback loops. Agile! Did ENA concerns come up?

Sky: Linda evolving and felt a part of it

Jeff: Some ego based on the easy years of ENA. Linda, Daniel, and Jeff get it. But others may need to be cultivated. Good for Lee to see.

Read on how everyone feels...

Yay! We are onboard!

Chris: What is the timeline?

To be determined.... proposal and communication systems getting in place.

Jeff: Fundraising and Entrepreneurship group... starting immediately! Philanthropists already being cultivated.

Reports quarterly from Alliance members - summary. Main communication point from each org.

Sky: Need to look at the existing operating agreement. Will this be Sky for contact point? Much is still in formation. GENNA call next week.

Staff Meeting report - Sky

In general, great. People met who hadn't yet. Did good connecting on a personal level. Nice flow of mornings being bigger picture and afternoons being breakout and working sessions. Felt really productive. Conversations about what does the staff want from the Board.

Breakout on our data management systems. On hold until Twin Oaks internet gets better. Increasingly shifting things to be online and that is already a strain on the current system. Had good sessions about directory. Functionality features, and matchmaking idea. Talked about Branding on the technical side of things. Got into some 2018 Development ideas.

Talked about CMag and digital issues being by donation and expanding online presence.

Talked about emails - shifting to Mail Poet as our platform for presentation and mailing list management features.

Talked about Bookstore, shrinking the number of titles and keeping it more fresh. See potential in featuring our own titles like Visions of Utopia - Doing versions 3 & 4 with themes and interviews with different communities. Kim has reached out to Aaron and Ray and they are already traveling and they'd love to make it with us. Going to meet soon to explore timing etc. (they are the ones who did our last two crowdfunding videos and they are a pleasure to work with) Nick checked in with Christopher about another filmmaker named Blue Cobalt doing a series called Intentional. Christopher has been in touch with him and the ball is in his court. Lots is up in the air about this and whether it's an extension of the original Visions of Utopia. Tying into larger branding question.

Took 5 year plan spreadsheet - evolved it quite a bit and focused on 2017/18 and added tabs to track projects. Agreed to start doing quarterly reports instead of biannual reports with more space for feedback.

Kimi is ongoingly concerned with good reason. How to get out of the hole and not just tread water? How do we stop repeating the annual cycle to positive to negative cash flow? Consensus of staff is that this is not a sustainable situation. Need to improve the overall situation.

Thought that they should have a staff meeting every year. At least every other year. Sentiment was: Why haven't we done this? Super easy to do it at Twin Oaks. Didn't have to pay for anything. Super low cost as most people could drive. If we keep doing it at Twin Oaks, it will continue to be affordable.

Marty joined on the last day. Was very impressed with how engaged everyone is in every aspect of what they talked about. Everyone was getting along and working together very well.

Ma'ikwe: is there anything that won't show up in other parts of the agenda that we need to know? Everything will show up in best role of the board, development plan, branding,

Nick: Two stories on finances. Are we digging ourselves out of a big historic hole, or is it the same as this annual hole?

Sky: We did start making payments on one of our big loans. We are fighting a tide of older business models. There is still the seasonal cash flow issue. Will always feel more stressful late summer into the fall. Lots of dynamics. We have more key staff positions filled and better cooperation and coordination with greater capacity but haven't experienced that turning into better finances. Ideally we create year round cash flow, pay off our debt and have money to invest in other things.

Nick: strategy wise, are we just looking to up our income \$20K per year.

Sky: our development funds are going in a good direction - noticed all sorts of ways we improved our ways to plug.

Marty: on membership - this has all happened without enhancement, but Sky says actually we did increase benefits but it didn't generate a whole lot. We haven't seen the benefits of building our youtube channel. It has something on it and has 50 subscribers!

Harvey: What I see as the vision for what we want to do is to have a budget where we are in the black all year round, we are out of debt and we have a reserve account so we can have cash reserves to make corrections without a crisis.

Christopher: We have cleaned up a great deal of mess with integrity.

Ma'ikwe: we are more in integrity than we have been in a long time and that feels good.

Marty: we haven't started paying Allium. There are flexible loan terms Now a revenue generator - \$700 paid for our insurance.

Christopher: We have been adding staff. Laird was wearing so many hats that we have finally figured out how to define all of those roles and have people with specialized skills and time for all those roles. It is more clear, more expensive, but more scalable now.

Sky: we were slowly sinking, and we are now treading water and it's not sustainable, but we are in better staff capacity mode. When we get into development mode, the largest single donation we've ever gotten from an individual is \$1000 for unrestricted donations- Harvey says that is not true - but all agree our large donors are not very large. 5 figure donors! Our major donor program could really use attention. High level fundraiser says you get what you look for. Would be great for us to brainstorm donors.

Christopher: we can't attract big funds by asking for help to survive.

Cass: We need to make a big donor plan that is attractive and geared toward big donors and the experience they desire. Look at the amazing thing you are part of.

Cynthia: utilize and leverage the largest asset we have which is the communities we are serving.

Nick: really glad that the staff meeting happened, knows that that is a really important thing

Marty: we have had stability for a while and that is good.

Narrative: Ma'ikwe present

Should FIC be prescriptive or descriptive? What is our larger narrative about liberation, private ownership and capitalism?

Prescriptive: How comfortable are we with being more prescriptive. How can we be more influential in moving forward on values?

Descriptive: Prior FIC was more descriptive (telling what we are doing).

Exercise: What social or economic issues do IC's play a role in most to SOLVE?

- 1) Social isolation/healing/connectedness
- 2) Decision making/shift in consciousness; awakening ethos
- 3) Economic disenfranchisement; economic ingenuity; sharing; local economy
- 4) Alternatives to private property
- 5) Sustainability (eco/enviro); over consumption/waste / sharing of resources; resiliency
- 6) Demonstrating a new story/education/research

Exercise: What are the most important tools that the IC movement is using to shift/solve problems?

Social/cultural/economic/ecology

- 1) Sharing of resources / consumption
- 2) Land and cooperative stewardship
- 3) Group and consensus decision making; cooperation
- 4) Income sharing / alternative economic models
- 5) Community agriculture / permaculture
- 6) Incubation/mutual aid between communities
- 7) Providing content for social/ecological/economic experimentation
- 8) Raising a new generation of thinkers / doers

Gaia Education and GEN use this model of being more prescriptive and show how we are using tools to solve problems. Toolbox project idea to guide people to matching tools/resources such as policy documents. Also related to community matching system idea to connect people to the right IC based on values, etc. Showcase IC's with spotlights, interviews, videos to show how they are solving problems.

Sometimes IC's are so focused on what they are doing that they may not know the trends and how they are helping solve big problems. FIC communication can showcase patterns and track them, and reflect the movement back to itself and outwards to the public. Be bold and sexy in how this is communicated- this is epic. Attracts new people and residents to movement. Figure out what will keep the fire lit and infuse it into branding and messaging.

FIC is very valuable as it has data and really digs into nuts and bolts of movement. It can offer resources to the public. Get more hard data to leverage movement.

Broke into groups and dug down with 5 whys of the root causes of these issues:

- 1) Separation from others
- 2) Haven't stepped into full sovereignty
- 3) Survival instinct has been high-jacked
- 4) Conception of other leads to scarcity that's embodied in the economic system
- 5) Greed
- 6) Private ownership to a break in belonging
- 7) Breakdown of values and lack of values
- 8) Belief that it's ok to extract from others
- 9) Hunger and trying to live from year to year; lack of tribal instinct

How do we summarize this / express our values / brand to the public in 'sound bites' & advocate with depth:

- 1) Regenerative ecosystems e.g. permaculture
- 2) Accessible resources

Christopher may have energy to help lead further fleshing out of this. Cassandra, Cynthia and Sky want to help with the further branding and updating the identity statement.

Biz Model / Better (and/or) expand programs

Presenter: Sky; **Facilitator:** Marty

What is our current business mission statement and model? What are similarities and differences? How can they be more symbiotic.

- 1) Bookstore: mission is to find the best educational resources that we can and distribute them as widely as we can (formats, marketplaces, types of media).
- 2) Directory: collecting the most useful and up to date and relevant information about IC's around the planet and providing it in such a way that others can access it, participate and connect.
- 3) Magazine: telling stories about IC's and movement.

How can the Alliance enhance each of these?

- 1) Bookstore: people can better find and FIC can sell more back issues through the 'quiz' that will guide them; redesign based on branding angle; greater presence at events and remote sales;
- 2) Directory: sell more directories through the 'quiz' that will guide them on the website; redesign based on branding angle; partners can help increase the # of entries;
- 3) Magazine: more dynamic and engaging content from partner organizations; redesign based on branding angle; help increase presence at events; donation based digital issues

What are the programs that could better meet the needs of IC's that we can help with? Then we figure out our role within those programs and services that are needed, even though we may not spearhead them? How do they relate to our business model?

Alliance could take on: Events/consult/educate/speaking engagements

FIC has been in the information transfer business, and we should be more involved in helping solve problems and connect people. We've been more passive and less active. E.g. magazine could be more informative to help communities form, talk about legal issues, etc.

[Refer to the notes from the Alliance on the FIC- what can we gain from the Alliance and what can we offer to the Alliance. There are business models within those notes.]

There is a predictable journey that new seekers and founders of IC's go through. Can we structure our business models to mirror that? Conceptualize a package that is going to engage people over time. Design our website and all of our offerings as a learning journey and roadmap. Sequencing of information is needed. Community matching system is needed; 95% of why people come to the website is for the directory. A quiz that guides a user on the website is needed to map out Q and A and point out info, then alert the user when new communities are formed; houses become available; events come up;

etc. Build 'check ins' into the system after people take the quiz, and based on their level and 'step' they are at.

Would Pavan and Mark from GEN collaborate to build more intelligent website tools like the quiz/funneling system, community pathways/matching system, and recommendation system for resources? Do we need a grant to fund this if Mark/partners are not available to partner? Cynthia would like to advise on web programming. Nick knows programmers that are making these mapped out online systems and they may be more positioned to execute such functions.

How do we make these 3 businesses feel less like maintenance and more like creativity. Look at 3 businesses as a whole and not silos. Delineate the users, reasons and pathways that people need FIC for. USERS: Seekers, Founders, Researchers, Not Sure People. Several quizzes can be developed to guide 'not sure people.'

Christopher has a branding plan, new web page mock ups, and outline of the pathways/matching system.

Village Lab: Holochain is now released; the next state of Blockchain. Pavan and Mark should know about it and know that Holochain exists. May better get information systems integrated between GEN, FIC, etc. using this platform or else individual orgs may silo.

Would this pathways/match making project be of interest to the Alliance? Yes, because one of the groups (Holochain team) is really close to getting there! Programmers are ready to help through Holochain.

Breakout Sessions

- 2018 Development planning
- Directory 2.0? Match-making, quiz to guide information pathway, more robust social networking
- Cmag: funding partners and coalition ideas, digital sales plan
- Events package: materials, mini bookstores, signage, squares, etc.
- Board recruitment
- Identity statement

CMag Breakout:

Maybe:

Comic strip?

For sure:

Articles, both in the print and online in the blog

Alliance Calendar in print!

Alliance column (rotating dedicated to specific org, maybe with an intro about the movement)

Alliance Ad Space

Images - we can ask for photography, graphics, and artwork

Fundraising - \$1-2k/yr from individual org relationships first, but eventually could be more from Commons Promotion, cross posting from each other

Issue Ambassador - sharing articles from each theme to related blogs, media, podcasts

Alliance themed issue (but not turning the mag into an 'Alliance' mag)

Theme input outreach- ask Alliance and others for ideas

Build Subscriptions:

Finding 10-20 top retreat centers (and major university libraries?) and offer free subscription if they put them in their event centers (and paid through university?)

Finding influencers and send them free subscription with personal note

Do more promotion of *Communities* magazine brand in Events

Make sure to include CMag sales at Events

Should we track the increase in revenue of cMag, incentivize Alliance members to participate, and share/have monetary incentive for partners to participate.

Development - breakout session

Planned features for 2018

Wisdom of Communities crowdfunding campaign around Feb

- Start releasing articles for CMag during this time.

Marketing campaign for CMag Mar 1

Crowdfunding campaign for new Visions of Utopia May or June

Other ideas for 2018

Donor cultivation - being more proactive

- Phone call thank you to donors over a certain amount from Board

Member cultivation - being more proactive

- Phone call thank you to higher member levels from Board

Promotional materials - happen after branding

Major donor program

- Helping them feel part of it
- House parties
- How do we get in front of people who can drop 5 figures without thinking about it?
- Who are our connectors?
- Rebranding is going to help with all of this

- A one page thing geared towards major donors
- Get solid numbers
- Set major goals

Grants

Family foundations

New businesses

Affiliate program for Bookstore

Narrative/Identity Statement - breakout session

Current identity statement:

<https://docs.google.com/document/d/1mVMJmpEDh4xN6LSKC76ww53mS4JsyWrcC404EET5LHo/edit>

We are a movement - how do we define it?

What are the movements we're part of? Who are we aligning ourselves with?

Process not an outcome

4 Dimensions from GEN

Ecology -- regenerative -- resilient -- renewable -- ecosystems -- sustainability -- relationships -- transition

Economy -- accessible resources -- fair -- wealth-- accountable -- ownership -- exchange -- well being -- share as much as you can stand to share, and then learn how to share more

Cultural -- cooperative -- creative -- positive -- engaging -- nourishing -- connection -- lifestyles -- dignity -
- wisdom

Social -- Connection -- Belonging -- diverse -- empower -- inclusive -- collective -- cooperative -- connection -- community -- belonging

Place-based collective self-determinism

Consciously designed, locally owned participatory processes

Vision

Mission

Values

Linked to our 3 main businesses, linked to our 3 main audiences

Connection
Interdependence
We're in this together!

Who are we directly trying to serve and who else also benefits. What's the definition of the former and the latter.

Churches? Family farms? Militias? Cults?

Share as much as you can stand and then share more. Full spectrum sharing.

Synonymous terms - handles that are best suited to the situation

What's our core understanding, articulated without concern of public perception, that's the basis for the terms, definitions, messaging, etc. we use in different circumstances with different audiences

Village meme - Communities of practice (dojo, professional organization), place, purpose (churches, cause-based organizations) - what's the unifying value set?

Beliefs
Values
Principles

Disciplines (practices that have turned into culture)
Practices

Ideals
Intentions
Goals

Events Package - breakout session

2 versions: one with internet access and laptop and one with just a phone.

Key Books as examples

Materials

Signage

Square

Fit in a backpack for people who are regularly doing events, or a single box that can be shipped.

Postcards for membership, Cmag, donors

Stickers for us to wear and/or put on laptops, water bottles, etc

Slideshow that can run on laptops

Maps? Maps for people to see the communities-- printable or online searchable. May have to be regional.

Even if we don't have a new logo, etc by events season, create some simple banner that is easily printable.

Sharing lives, sharing resources, changing the world.

Books: Together Resilient, Creating a Life Together, latest Cmag, Directory, ? Finding Community, a couple more depending on the event

Paypal with square with clear login to paypal.

Minimum is a new great tagline, current logo and some great pictures in a cheap-to-print banner layout. Form for events for subscribing to enews and then postcard with info for membership, subscribing to cmag and donations.

Info for people using this package-- one page instructions for different kinds of tech interfaces.

Gimmick for getting people to sign up for eNews, enter a drawing; 10% off if you make purchases via our laptop or ipad right now. Interactive map.

VR thing for looking at communities

Laptop/tablet with slideshow running

Dovetail with event sponsorship stuff - make info on this more available to everyone

Board Recruitment - Break Out Session

(Marty, Nick, Carrie, Christopher)

Is living in an IC a requirement or strong criterion for board members?

Are all Board members members of FIC? Hard for them to promote membership if not members themselves. Should be put in the Board job description.

Are Board & staff of member IC's (where they live) members of FIC? Sunrise (Nick) and Acorn (Pavan) are not and they could encourage membership.

Need to ID what connections with orgs may produce candidates: NextGEN leaders, workers cooperative folks, New Economy Coalition contacts, Alliance member contacts, folks from permaculture. Pachamama Alliance.

Geographic holes that are not represented by a Board member in the US: Southwest, Midwest, and Northeast.

Board needs to clearly identify what skills they are looking for in recruitment of new members.

Should aim for 10 - 12 Board members and make recruitment a priority.

Spring meeting should be the goal for welcoming several new Board members to FIC. Have a 3 month time period where Nom Com engages Board (and staff) and seeks nominations. Inform Board of skills, geography, etc. that we are looking for. Give them a nomination form to fill out (online best?) and return by deadline. Give them a set of resources (job description, financials, etc.) to share with the candidate. Have a process for vetting candidates. **START RECRUITMENT PROCESS END OF JANUARY.**

Nick wants to join Nom Comm. Marty will speak with Michael Johnson for connections.

Branding Intro

Need to add our notes!

Sean~Paul gave a great presentation about the two year process of Arcosanti

Essential question about intentionalcommunities.org vs intentionalcommunity.org raised and its historic relationship to FIC name struggle of Fellowship "of" or "for."

Reviewing Org Structure

Sky reviewed the document FIC Organization Decision Making and Communications Structure that is 2 years old and discussion ensued that resulted in tweaks to the document itself. It was noted that notes weren't being taken about the session and that Sky was mostly capturing in the document itself.

What role does the board take to support staff? The board does not need to oversee everything, we support the executive committee in self organization.

Sky, Christopher and Carrie will convene and let us know how all these comments last.

Carrie thinks after CRM system is in place, there will be some staff reorganization of relationship to the information.

Sky suggests that we merge personnel and ministry. Like a heart based HR dept. Discussion about capacity to have these two actually functional committees? Recollection of how ministry really helped Christopher work into org relative to relationship with Laird. Before that Ministry had to manage a lot of board chaos. Ma'ikwe thinks that it's all about relationship tending HR based in really good conflict resolution principles. Problem is if conflict is with someone on that committee. Currently Ma'ikwe is being ministry and personnel with current position. Marty sees ministry separate from anything else so it

doesn't have allegiance to anything else so that it has credibility. Sky, if we are going to maintain it as distinct, then maybe it needs to be doing something more regularly to let people know we are caring for how they are doing. Someone needs to be checking in with staff - that is different than ministry. Christopher suggests that ministry assembled on an ad hoc basis. Marty doesn't think that ministry should be last resort, it should be available all the time outside of other lines of authority. Harvey, it's better to get in early before conflict flares. Send a memo and let people know that ministry exists. Carrie said that new hires would benefit by a human resources manual that new employees sign off on. Cassandra raises concern about having to go to a person you haven't met for conflict resolution. Harvey says, ministry doesn't have to do the work just make sure that it is done. If we have all-organization meetings, then people will meet. Committees are the Board's responsibility. Conclusion is that we will keep it as a separate committee and energize it to reach out to new hires, and a yearly check in with staff even a bulk email where ministry reminds everyone that they exist. Christopher suggests that ministry pay special attention to the responses to the staff report question: How are you feeling in your job? Carrie suggested that the only annual review being shared widely doesn't feel good unless it is just sharing what you are up to. Sky says that is what it is about. Clear qualifier in the questionnaire about confidentiality, Chris suggests that there is another prompt to share about conflict resolution options. Acknowledges that there is a culture of radical transparency and maybe not every new staff member is comfortable with that.

Meeting FIC's needs & Role of Board

Sky: We are working on this. The staff is trying to figure out how to better meet the FIC's needs and the role of the Board is also needing to be holding that there is a role for it to play in meeting the needs of the organization. In some ways we have been dancing around this conversation for more than a year. Part of Sky's frustration has stemmed from the question of fundraising expectation. Hasn't felt enough engagement in the question of fundraising. How does the board help make sure the FIC's needs are being met. If not that, then what? Maybe it's just a really big question to grapple with. Sometimes Sky is challenged by the board's great ideas and does the staff have capacity to actually do the ideas. To be transparent, there is recognition that the board's response to fundraising was mixed. And Together Resilient campaign and tour didn't happen the way that we thought it would. And then there's the whole 30th thing. The board keeps saying we are going to do this, and then Sky has to harangue people for blog posts. It's an ongoing conversation. What is the role of the board? What can Sky and staff expect from the board? We need to make sure the board is really engaging in the question of what does the org need and does the staff have what it needs?

Are the board expectations clear from the beginning when new members are recruited and welcomed on? Do scope of assignments change from when the board agrees to help, to when they are called to help? Can board members more clearly express and demonstrate how they'd like to contribute vs. have staff prescribe how they should help?

The *Together Resilient* book tour was something the Board said they'd take on and support (to help make connections) but there was no response to specific requests to make connections with presentation / tour possibilities. There is great disappointment around this. If some effort was made, more of the budget would have been met. What does it actually mean when the board says 'yes' to taking on a particular project? It's not clear to all what role they were taking on beyond idea generation and enthusiasm. Get clear on what each 'yes' means and do not make assumptions. Move slower, have clear expectations and communication, and make actual plans for how the board as a whole and how

individuals are involved, and how the projects will roll out and who is responsible for meeting the financial needs. Be realistic and be able to say 'no' from the beginning. If it's a board led project, the board needs to check themselves and manage it. It doesn't feel like support when someone has to chase and hound others to help. Is our *Together Resilient* experience just a lesson learned, or are there future opportunities to help make it work to sell more copies?

Should board members express and catalog what skills they have to give, and how much energy they have to put in? Inventory and map the site of the current board before we recruit more board members to build the diverse skill base.

We need more board members who are comfortable with fundraising, and can aim recruitment in that direction. The board as a whole needs to provide financial oversight and ensure the fiscal needs of the org are met, but not all members need to play or have a significant role in fundraising. FIC should utilize what each board member has to offer, and inventory their skills and where they can contribute, and honor those gifts how they play a role in the larger development efforts.

Staff meeting comments as to what they want from the board includes: contribution of useful skills; if each member could focus on 'a thing' that they are excited about and help move it forward; grow the board; want vibrant people with energy on the board; less micromanaging and have confidence in the staff.

What Board does well: networking; strategic thinking; trust and support to staff;

What Board can do better: communicating to and soliciting or offering input (NOTE: but be clear on the process, what staff are asking of from the board, and how input circles back); the board give the staff a report after these meetings regarding decisions and plans that are made; financial review and management (Kimi, Christopher and Sky have been placed into a role of financial manager). The board needs a board treasurer!!! Not just Kimi as registered treasurer. COMMUNICATION CHANNELS- Inform the staff of what the functional / existing committees (or liaisons) are and have annual memos/check ins with staff; long-term board members may be stepping back while new members aren't yet filling gaps; do what they say they are going to do!

Suggested role for a Board member: reporting to staff after each board meeting (essentially one role of secretary, and perhaps the Board needs an established secretary!).

End of Year Fundraising Plan

Talk about Plan

Talk about what each board member wants to contribute

With Carrie's guidances, we review the [2017 YE Fundraising Goals Doc](#)

Discussion about how board members interact with the spreadsheet. Board members volunteer or are assigned folks to call. Need to put responses in the spreadsheet and then the outcome gets inputted by staff. Christopher suggested a drop down menu with main types of responses. Harvey will be making calls to small donors. He was working with two spreadsheets and said we need one doc to rule them all.

Carrie to work with Moumita to check in on social media overlap with fundraising. Facebook fundraisers. Board members can add a donate button and have their own fundraiser on their page. A whole discussion ensues about Facebook and fundraising and putting out videos. Idea to get people we know who have a high reach to post for us. Write a content driven piece that has a hook for money. Maybe last blog posts will fulfill that function.

More of a plan to work with communities. A blanket strategy won't work. A little media package with some options. See what works for them, what turns them on about supporting FIC and feeling connected to the larger movement. Sometimes these communities aren't even members on a year to year basis. Sometimes it is not appropriate to ask them because of what they already give.

What about other orgs and the alliance and how we build those relationships? Maybe money isn't the best way, maybe it's more of a partnership thing.

Amazon Smile - not worth promoting widely, but if we each order from there, it is worth using.

Affiliate Program - it's ready, Sky is incorporating into plan/letters, board is encouraged to share. After Jan 1 Carrie is going to coordinate with other managers to make sure all efforts are coordinated.

Carrie asking us to answer these questions:

1. Availability for YE fundraising. What timeframes do you have set aside for FIC?
2. What are you interested in contributing? Be specific.
3. Identify potential new donor

Budget Review

Are we needing this to be solid and approved or if how it was last year - which was more organic - is ok. Sky says the budget hasn't actually changed and to the extent it did, it was checked in on. We know significant changes need to be discussed. But otherwise, the budget is a reflection of what we know year to year. Christopher says it is a framework that is rolling year to year, with some things we need to pay attention to. \$5000 for cmag from the Communal Studies Association and GENNA both excellent prospects for income. And then \$4,000 for Wisdom of Communities book series fundraiser. Harvey says let's stay with it and Chris says yes organized and quarterly reporting. Ma'ikwe reminds the board that it is our legal responsibility so we need to review January. Cassandra: we need to attract a treasurer who can walk in both worlds of more traditional budget systems and generative economics. Jeff says Steven Ellinger would be an ideal candidate. Marty: Does the treasurer have to be a board member? Harvey: Maybe just goes to the fall board meeting. Carrie: traditional board treasurer keeps everything on track and interprets budget and helps the board fulfill fiscal responsibility. Board is supposed to review taxes. Ma'ikwe says Lydia Olchoff is another candidate. Reminder that the ball is in the Board's court for building the Board.

Branding Part 2

Christopher presenting mock up of new webpages. Much more organized and refreshed look and feel. Reviewed front page - bottom "ask, connect" needs Directory page reviewed. Much enthusiasm. Is a

member badge part of the branding plan? Feeling that we need to refresh the badge as part of the rebranding. Concern about re-branding and old logo and how to be consistent and not confusing. CK assures that staff wants to do this really well, lots of consideration. Concerns about how the old FIC logo integrates with new branding. Color and font will shift to align but basic design will remain. All first public contact will be new branding. Including Facebook. What is the plan with advertisements? Every other page will remain the same with ads on the side. Will this affect our ad revenue, CK thinks not because of where most traffic is. New “development page” for giving.

There are links to all of this in CK’s report so folks can start workshopping it.

Discussion about the name intentionalcommunities.org vs. intentionalcommunity.org
Harvey felt heard and won’t block. Some folks generally leaning toward intentionalcommunities.org because it speaks to constituents more and other reasons. Others are still leaning toward the intentionalcommunity.org

Nick has concerns about the new branding name is a .org and that there are other issues. Conversation exploring that. Cynthia agrees that we don’t need the .org because everyone has a website. Christopher actually agrees and thinks that the current branding proposal is still having a foot in the old world. And doesn’t go all the way. “Project of FIC” there for now, maybe fade over time. “In community” is a cooler brand name. Could still try to get the website. Branding is open for that. Need to keep framing of Intentional Community - because In Community is too broad. Cynthia “Compromise” doesn’t feel good. Clarification that serving the larger community is better when we own the intentional part. Maybe we need to slow down and get to the root of the name but still be building new site. How are we going to co-create the optimum for what we need? From boomers to millennials? Stay connected and draw in new people. What is strategy for a bridge?

Pause for lunch

Post lunch summations: Sky: practically, a call for a more involved branding process. What is that process? What are the goals? What can staff go ahead with? Design, feel and basic messaging on website. Cynthia: The Board’s input is valuable and many of us don’t have professional experience. We need a professional’s take to depersonalize and keep us out of just circulating our opinions. Could be some synergy with folks in Numundo. Advocating for a more holistic approach, look at all factors but as goal oriented and systematic as possible. Carrie: some of us at lunch thinking that we need a professional (who might donate their time) maybe a little outside of the movement to help focus the branding committee. Cass added that it can be a parallel process while the website gets reorganized CK: concerned about time and costs but sees the importance. Do we need to filter if we get advice from a person outside of the movement. Would like to be involved with those calls and emails. Marty seconds CK’s comments and thinks we should move with it. Ask for a person to work for free or barter for ad space. Nick echoes comments. Ma’ikwe appreciates the staff and cheerleads the process.

Board follow up:

Identity Statement: Sky, Cass, Cynthia, Ck will keep working on Narrative and Identity Statement. Probably ready for the January Board Call.

Branding Committee ad hoc: First thing: What are our goals? Create a brief. What's the process?
Name for Website and Organization, Logo, Style Guide
CK starts a brief and works with Cynthia - will circle through to Dec 27 Board call for support.

To avoid stagnation, we are going to go ahead and support staff to update the site as possible.

CK would love the development committee to look at content on that page.

Marty will create Board Report

Board Job Description tied to Asset Mapping and Board development. All tied together in the Project of Board Development. Cass and Nick are going to team up to lead this charge. Jeff said that Jamaica has good tools for asset mapping. Goals for when to welcome new board members AKA, by Spring we are shooting to bring on two new board members to cover this area.

Look at possibly doing this for staff too. Maybe at next fall

Bringing it back to what Carrie needs from the Board. Do we have energy for doing what we need to raise \$22K? She will capture what we wrote in answering Carrie's questions and be in communication about what else we can do.

Matchmaker/Pathfinder Conversation

Circling back: This is a priority to staff. Not going outside of budgeted hours to develop the idea. Later would apply for a grant. CK assures that it doesn't take away from current work. If staff is excited, this might generate its own momentum. Staff sees it as a necessary development of our core asset. Having a more pro-active way of connecting people to communities and the process is a chief need of our movement. Marty: did staff think of this as an income generator? Revenue streams: freemium to premium. CK shares his thoughts on that. Steeps them in our ecosystem of offerings? Focusing on Matching to resources first, then matching to each other and community. ML: collecting info is going to help feed into programs of matchmaking. Nick: whose experience is going to inform this? Harvey: pathway is full of technical situations and it never ends, and needs to be kept current. Sky: what about Alliance? Village Lab? Jeff: there are two tracks: tech and social design. Village Lab will show up big to help design on an architecture level. Cass: Possible to start simple? And then iterate design? Jeff: Better to think ahead. CK: Working on Initial Survey. Will incorporate spectrums from Ma'ikwe. Was going to finish the first draft and then get input on it. He and CT were thinking the quiz would be implementable within the current web framework. Simple outcomes. Basic prototype isn't too challenging to build. A little overwhelmed by the idea of an interoperable platform that everyone could play on; it isn't the scale he was thinking. Jeff: idea is not to silo-ize, but make sure platforms are converging. Go ahead on word press, but stay in conversations to make sure that we are collaborating. Archetypal story of the community journeyer? What is that journey? What questions will accurately illuminate that? What resources are we recommending at each spot of the journey. Moments of transition, crisis. Stability? CT: Is there a simpler quiz that we go ahead and use that CK has already been riffing on? Harvey: We can design something for seekers that is simple? That would give us more resources to develop for others. CK: doesn't need to be a giant collaborative process to move the kernel forward? MK: Working with a simple layer of content. CT: This is a simple marketing technique. Fun simple quiz. They are popular. Marty: Outcome is they will learn what questions they will ask of

themselves. And when we give them that sense of helping to organize themselves, then you become a resource and they will return. Sky: Staff is not blind to all the wisdom in the community. Different levels to how big the idea is. Can we start with where we are and take to the next level as we can, and eventually make it to the 5th dimension level that Village Lab can help with. Marty: Community intake questionnaire needs to be revised anyways.

What does the board actually need to approve of? Does staff just get to do this?

Nick and CK working out what is best for the strategy of this program. Discussion about staff "having time" and what has it had the time for? Nick brings up affiliate program and CK: we are at capacity but we continue to find space to advance the programs. Nick just wants our numbers to explode. CK: agrees why aren't we upping our game in other ways. We are advancing the asset in other ways.

How to wrap this up? Sky: Looking for low hanging fruit. Work with our existing time and services to build a better way to package and sell our existing assets while still growing our capacity to collaborate within our org and within the alliance. EVERYONE ON BOARD!

MEETING EVALUATION:

PLUS

Clear presenter and facilitator before every section

Energy of alliance suffused our meetings.

Loved deep feeling of camaraderie

Having Jeff here and how he folded in

Agenda planning

Exercises that ML brought

Interpersonal storytelling

Kicking off with celebratory

Deeper level of discussion between board and staff - giving everything a great deal of thought

Enthusiasm to empower those who want to take things on

While being clearer about what it takes to do something

Slow down and listen to dissenting voice, but didn't allow energy to get stuck

Moved toward practical resolution

Holding intergenerational-ness of FIC

Having Carrie here, grounding and knowledgeable presence

Accommodations were sweet - everything close, food ok

Fish bowl openness of FIC meetings - integrate non board members

Ma'ikwe's development of agenda

Chris being here

FIC rocking - great board

Cass bringing energy enthusiasm and clarity esp, during tension - moving toward positive holding everyone's heart.

Facilitation was spread out not to burn out Harvey, Marty and Ma'ikwe

Everyone was present and contributory and paying attention

No dead weight and no hogging of air space. More balanced than any other meeting in 15 yrs.

Sky as ED!!

Renting van

Cynthia coordinating logistics

DELTA

Now add notetaker

Would have liked celebratory at the end too

Treasurer would be great. Budget could have had more attention

Physical accessibility - all the transportation and logistic issues

Missed bead ceremony

Could've had outdoor time together

More engagement from host community