

FIC Org Meeting Minutes  
May 18-20, 2011  
Jesus People USA  
Chicago, IL

Opening

Memories of meetings past.

20 years ago - 1991 we met at The Vale.

Laird and Harvey were present.

There was a trip to New Harmony after the meeting.

Mildred and Bruno were there and Mildred thought the energy was low.

Jim Wyker was present and Laird encouraged him to speed up his presentation drawing criticism from Caroline.

15 years ago - 1996 at Grow II.

Laird, Harvey, and Tony were present.

Velma was present and had a confrontation with Mildred.

“IMP” was coined meaning “implementer”.

There was an impromptu charity auction for Lama foundation after their fire.

There was a talent show with some controversial presentations.

10 years ago - 2001 at Earthaven

Annjeanette ran an event.

Laird got his pink dress at the auction during that event.

Lots of rain.

We realized that the org would not be supported by the directory.

There was a transition of Elf and Jillian out of webweavers.

5 years ago - 2006 at Madison

Lisa and Bill Paulson were present.

There was a challenging conversation with Fred about relations with Craig Ragland and Laird.

We were trying to revive events.

Low energy event with people dispersed and meetings dispersed in several houses.

Housekeeping (Ma'ikwe)

\$30/day (\$15/night and \$15/day meals) except for Saturday which will be \$15.

Cmag Finances

Tony reports: After 1<sup>st</sup> quarter, things were looking pretty good. Still look “pretty good” but... subscription income has been dropping each month. January is always a high month. Each month this year is higher than the equivalent month last year, so that is good. Ad revenue comes in bursts, but we haven’t seen any for April or so far in May. Mostly traveling on the coattails of other things going on, and the fact that Elders is a hot topic. Don’t have confidence in it continuing.

Tanya’s report: able to secure primo spots for full year. Ad revenue continues to be close to target. Working with accounts. Laird and Tanya working on initiatives, and having quarterly conference calls, doing trades for ads. \$3,000/issue ad revenue. (We have about \$3,000 in hand to date for this year.) Tony would benefit from more detailed reports on ad revenue.

Marty can work with her to get some more details on sales for the first 2 issues, how much is prepaid, and A/R.

Laird reports: Marketing side we are moving toward a Cmag postcard soon. What to do around promo stuff? Especially with cohousing conference in June, 2011. Attendee to subscriber conversion could be better, and L wants to pitch it more explicitly. Discount seems to sell back issues but not subscriptions. Summer pub note is always about finances and encourages subs, but we aren’t holding our breath for a big surge. Idea of lifetime subs for \$500. Direct mail campaign in September. Tanya has done some work around calling independent bookstores and natural food stores. Easiest to turn it around is subscriptions. Sense that we aren’t involving our current subscribers. Postcards inserted in every order can help.

Get boost from reprints sold as PDFs (in process of overhauling them). Web part on Tony’s plate. Laird’s part is writing description for web. Marty has done some scanning, but there was a question about what we were storing and how. Can’t use the microfiche without altering it (because not for resale). Yulia willing to do graphics. Really needs a project manager, because the parts are somewhat disconnected.

**TASK:** Personnel fill this slot.

Would like Tanya to analyze data on subs and renewals. Interested in % of renewals, learning about industry norms. Do we need to focus more on retention? McCune can generate that data, and could even do a quarterly report. Haven’t overhauled the renewal letter for a long time. Analyzing different kinds of contact: letters, email, postcards, etc. and the best way to package a series of renewal urges.

Could promote with a drawing of some kind (sub now for a chance to win tickets to our next event, or first 12 subscribers get \_\_\_ benefit, free PDF download.)

Check out Facebook ads? Targetable, can limit the budget, make clickable or view based payment.

Roundtable: group in a region who has a shared interest and someone is paid to run the dialogue. Is there such a thing for biz management of small magazine owners? Repeat biz is the cornerstone of small biz.

Give a free back issue to folks if they come to a workshop session and give us feedback (in Sept?). Give away sub to folks who get X number of friends to sign up.

Is there a professional org or someone from a compatible magazine from whom she could get some advice?

### Bookshelf Vibrancy

Bookshelf is doing well and Ma'ikwe is enjoying it.

She is coming in below the budgeted hours and is more productive than previous managers.

She has been moving out of fiction, cookbooks (except for a couple which have other connections to our mission), and trying to move into economics that is relevant.

She is trying to be more discerning about the process books we carry.

There is more turnover in our inventory titles as she evaluates and drops titles.

There has been reorganization of the categories.

She has been looking for books that are a philosophical match to FIC.

As an org that tries to be ecumenical, we can carry books that operate in a manner different from how we do, but we want the books we carry to be high quality.

Ma'ikwe can consult with ERB if she has a question about a particular book.

There can be more thought put into organizing the categories.

Ma'ikwe wants to carry more titles and getting them on line. Putting a book online requires about 45 min/title which would increase her time and budget needs.

She has been adding 2-4 books/month and has been updating online descriptions.

eNews emails result in 3-5 sales each time - not necessarily of the book featured.

She is budgeted for 10 hours/mo and would like to move it up to 12-13 in order to accomplish all she wants to.

When the store site is updated it will allow reviews and comments.

We could have a “staff picks” category or bundled groups of books that are designed to address a particular need. If discounts are involved, there need to be clear directions of how to attribute the money.

She would like to find a way to add value by connecting people who have bought the same book for potential discussion.

For eNews, rather than feature one title, we could list the new titles with the objective being to get folks to the ic.org website.

### FIC Finances

1<sup>st</sup> quarter: operating budget line shows small loss, but that includes Art of Community Chicago expenses and deposit for Westminster deposit. Would be positive \$4,000 if events weren't in there (and no income posted yet from them). Main sources of positive: New We video, which has had coattails to Visions, and Dir 6 sales better than expected. Cmag and Bookshelf are also doing well, as did the Elders issue. Cmag still not in the black but less red. Bookshelf is way ahead on mail order sales: already done half year's projects sales in 1/3 of the year. Event sales not kicked in yet.

Good income in miscellaneous: pass-through donations \$1,500.

Not up to budget: website income. Had bumped up ads, but only just starting to show up. Can still make yearly mark.

Expenses on target. Office a little high, but with staff change (Emily from BJ) and lots of fulfillment. Emily's office time: \$2,100 in 1<sup>st</sup> quarter, about \$500/mo. BJ was doing about 35 hours, and Emily has done more like 50. McCune's hours also up this quarter compared to last year, but not quite so much.

Overall, things look good for this year. Can't assume last 6 months will be same as next 6, with all the new products coming out. Need to keep pushing, esp. with Cmag. Need to do our part to keep things moving. Membership was a little down. Fundraising comes in chunks, and it is a significant chunk. \$125,000 budget, with donations and memberships about \$25,000.

Have 2 new movie offers: Follow the Rainbow and Within Reach. Also have the big event, and PDF project coming on line. More book sale opportunities this year than ever.

### **Talk about 2012 income.**

#### **Prospects:**

Findhorn movie (to be released this summer)

Within Reach

Art of Community Colorado (assuming good team morale and excitement)  
Lincoln can help with venue.  
Fundraising initiative around Anniversaries  
Keeping buzz up on new products  
House parties (need host)  
Make something of 2012? In a non-absurd way, can we work with “end of world” “society” etc? Cmag issue? Political and community responses to the conservative turn?  
Film-related ideas:  
RFP for filmmakers, where we provide fiscal sponsorships, publisher services and marketing through Bookshelf; need to see clips and it is dependent on final product; need to layout protocol to be clear about our publication standards; Mandy Creighton could help with putting together what would be helpful that wouldn't put us at risk. Potential partnerships with Coho US, we could also raise funds in a targeted way and have the funders help choose the person to make the film they want. Need to find videographers that frame it in a way that is compatible with FIC philosophy around ecumenical approach.

Can also be a compilation of shorts with a contest for 3-8 minute profiles. On Directory and YouTube, there are about ten Tony is aware of that he'd call good. Looking for diversity. We can raise \$500 each for the top ten videos, plus editing... maybe only \$10,000 project? Find someone to manage this? Concern about different levels of quality. We could provide a “study manual” for classroom use, etc. Possible to get this ready by the Anniversary party? Could become a series.

Coming out of all this, could we do a film festival?

**TASK:** Laird will hold this as a possible project with funders, talk with Denis Doyon, Susan Patrice, Ziggy Liolia, Ryan and possible other filmmakers, and do some thinking on the protocol. Also talk with Douglas at The Farm.

Another video idea is doing a series about elders and aging in community. Are there other ideas for what we could do in the elder's area? Ask Cmag staff to think about what our demographics are? What can Bookshelf do to target that market? Does AARP have a discussion area on their website? The movement has gotten mention in their magazine various times.

**Possible lower income in 2012:**

Erosion of the Directory  
Probably fewer events  
Drop from \$20K to \$8k with Geoph's video year 1 to year 2; expect same with New We

Conversation leaving us feeling optimistic about new initiatives.

### Succession Plan

Should we review our method of recruiting board members since it hasn't been productive in bringing in new people?

What would happen if there is a sudden need caused by losing a key person?

We've made some changes in our methodology of hiring staff, but we haven't been successful in recruiting people into the org.

We don't have the money to hire people and we have not been successful in recruiting volunteer energy.

The org is in a phase of maintenance rather than the excitement of creating a viable and effective org.

The atmosphere has also moved to being more business like and less fun.

We have limited energetic and monetary resources to invest in new initiatives which make it difficult to bring high energy, creative people into the mix.

Personal contact has been an effective way to bring folks into the org, but has not been an active dynamic recently.

Maybe we're looking for people to be more of a finished product when they arrive.

Should we be looking for people who are critical to our operations to move to the center of the org?

How does the geographic distribution of members make it difficult to attract new people?

We've lost momentum in maintaining active participation with income sharing folks as aside from Tony and Laird; they have only filled staff positions.

We could devote a day at one of, or each of, the next 3 meetings to focus on recruiting new people to the org.

The fall org meeting is after the event in the fall. We could schedule something on Wednesday night after the org meeting to recruit.

### NOMCOM Report

Caroline will step down from the board

Jorge will maintain his position on board if the board wants

He has his heart with us and wants to participate some

Harvey thinks we should let him, can he get to Europe this summer, and he wants to represent the FIC at the GEN conference

Betsy as a board candidate.

Keep Raines on the board for a year

Jorge for 3 years, Betsy for 3 years,

This is approved by the board that these three will be invited to join the board

### Oversight Cmtee members:

Caroline stepping down  
Bill not active

Jenny, Marty, Harvey, Bill and Laird

Oversight should be a 6-person committee.

Ma'ikwe on Oversight replacing Caroline. She is not on the board just on oversight.

**AGREED:** Ma'ikwe is on the Oversight Cmtee.

Jorge is a person to represent us at GEN

Raines wants to trade a free spot at our conference for a spot at GEN

Oversight meeting this summer:

Calls are 5pm central lets change

Thursday once a month, June 23<sup>rd</sup> at 5pm central

Oversight Live meeting August 17<sup>th</sup> and 18<sup>th</sup> Shannon Farm Cmty

#### A New We

Stefan has contracted with Dara Cavalaro to provide a downloadable version of the video in NTSC format.

He was not thinking of it as a violation of our "exclusive" contract, but we told him that we thought it was.

It can be downloaded in a replicable form.

They were selling about 1/day. We sold 37 in the same time frame which included an eNews pitch.

He makes more from the downloadable format. The downloadable form is being sold for \$20; we sell the disk for \$30 plus s&h.

He has offered to lower his take from our sales \$2 for 3 months.

We could ask for a portion of the sales from the download sales.

We could ask for him to give us the discount on our sales permanently.

If his contract with Dara can be cancelled, we could ask him to do that and give us the option to sell the downloadable version.

**TASK:** Tony will explore the potential of us being able to handle the downloadable version before we continue the dialog with Stefan about giving us the rights.

#### A New We (cont'd)

Steaming video of more than 100 times a month would not exceed or bandwidth, more than that it would require a charge of .50 cents a month per download would be incurred.

Tony thinks we can do downloads and it would not cost us a lot of money. PDF downloads would take more work not ready till August says Tony.

Backup proposal, Laird says we could ask him to break the contract and we could offer the same product, in light of our exclusive rights  
Do we want to ask him to break the contract or do we want to have his deal of reducing his fee by \$2 a DVD for 3 months?

We have the exclusive rights the NTSC DVD for North America, digital downloads was not discussed at the time.

Stephan reaction he is at a hard spot,

Option he breaks his contract

Option we both do downloads

Option we end the contract with A New We,

A lot of people would rather get a DVD than a download

Breaking the contract is a bad deal we think.

Our sales may be reduced by 20%... \$2700 is our lost revenue?

We do not know what his promotion deal is with Dar?

He has some kind of contract with Dar?

Does he have an exclusive contract with Dar?

Will he break contract with Dar?

Check with him on that?

Royalties are fixed at \$9 a copy, so we could push for more royalties and have exclusive right, so we could give him \$10 a DVD if we get exclusive rights its better for us.

We thought we had an exclusive deal.

What are the steps with Stefan?

Break contract with Dar and let us do it.

We want to do digital downloads.

We have to sell the download for \$20.

We have made some money already.

Exclusive downloads for us if possible or just downloads?

If not then we get \$2 from her sales forever, or for just a year?

How long will we be selling this product?

At what point do we switch to the 30% royalties? It makes it better for him to sell downloads, so that is not better for us.

We could up our royalties to \$10 if we can have the exclusive rights.

We are not trying to make less money; we can do a lot more promotion than Dar can.

We are better at promotions than Dar.

Can we be the publisher for something like iTunes or Netflix in terms of digital downloads?

What is value of having this on iTunes?

How do we get Community into more mainstream things?

Vision's video on iTunes? Will it work in that format? Will they take it?  
Getting stuff on YouTube is better for the movement?

Do we want to talk about getting videos out more?  
Exclusive rights to do NTSC in North America would allow us to do stuff on iTunes and Netflix.

Harvey asks Laird to be aware of his own emotional state when negotiating with Stephan.

Board is concerned that Laird is upset with Stephan and how that will effect the negotiations. Harvey wants Laird to be sure he can set a positive tone, and if he can't than he should check with somebody.

Tony is the one that Laird should check with. **We all agree.**

Content that we already have, for example Geoph's video, then we could put it on YouTube for free, may or may not undercut our sales.

May increase our sales.

Can we sell those via iTunes or YouTube?

We will be doing the marketing?

Netflix, will they do it for us?

Should we have a video manager as a staff person? Will it pay for itself?

Laird is interested

Partnerships to get this done.

We do not have a lot of money to pay a video manager.

People who are movie makers are looking for house parties to promote their films.

Reasonable depictions of community are what we want to do. Or, do we want to go wider?

Tools to help people with community.

Do we want to carry a video on Social Justice in post Katrina New Orleans?

We conglomerate all the things that are good with community and we do what we do well, and that is what is good about our store.

Movies that you might want to show in your common house.

Reviewing movies like this and have a blog about it.

Offering personal stories.

Video game.

Interactive entertainment is the thing.

World of Warcraft community, these are gaming community new trend.

Cooperative board games are a thing now.

Where do we want to be with videos that are not as focused on community but are of interest to our people?

Ryan is a possible manager.

Lincoln volunteers to review movies for free, set up a blog.

Contributions on a weekly basis.

There is a person at every community that is into movies.

Lincoln's Community Video Blog or What is Playing in Common House?

We get a steady steam of requests for film distributions and most of them are not very good. Tony thinks that we need a good video that is pretty focused on community or selling somebody's video. Tony is open to broaden our publishing if the video is right, we could manage the digital downloads.

We could be the iTunes of Community oriented towards film.

We call it We Tunes; digital downloads for a new generation.

We are just promoting it. We get a manger to run this. This may put money on the table.

Is this mission drift?

How does iTunes work? Selling on iTunes?

Can we make our own iTunes?

Talk to Ryan on video manger stuff?

What about the video blog?

Laird draft video manager job description.

We Movie, Weflix, our version of iTunes.

Blog Title, We Movie, Weflix, What is Playing in your common house?

A weekly blog of Community Orientated Films.

Films connected to community and cooperative culture.

Tony will set it up, if people are ready to do it.

I give Tony a URL and a title, integrate it and have it look good is anther level.

Get two or three posts and release it to the world.

Goal to have things that are easy to add.

Lincoln needs to make a few blogs and give the name to Tony and we can start the Blog.

### Web Ads

Last fall we decided to make more money from ads on our web site.

Direct selling of ads has not panned out. Tanya has sold some, but it has not been a priority and she hasn't found a market.

Tony found 3 green ad services.

He has explored placing ads in more locations and placing graphic ads.

Currently he is working with David Anderson of Important Media, who places ads in blogs and this is his first attempt on a web site.

We have placed ads where we get paid every time the page is viewed.

The great majority of traffic to our site is on directory pages and we have not yet placed ads there.

We're making about \$600/mo and Tony thinks we can get it up to as much as \$1200/mo.

### Las Vegas Event

Chase Demarco lives in Las Vegas and Laird talked to him.

He is in his 20s and part of a group dreaming of creating a sustainable city.

He wants to create events like a 1 day music event.

He sees us as having information that he would like to disseminate.

He's looking for investors in his event that would get a proportion of the profits and where the event would also generate some revenue for distribution to nonprofit orgs. He would also be providing table space.

He is interested in community.

We are reluctant to invest money, but sending postcards which would direct people to our website would be no-risk and would inform us if it would be of interest in the future.

### Events

Harvey: Susan's report sounded frustrated with the lack of organizational support. Pre-registration is at 5, and Susan's extended the early bird deadline. Have gotten \$3,000 in sponsorships, mostly from friends and family. Frustrated that they didn't get any matching funds donations from all list. Not as much Org support as she was hoping for. Wants to talk to board members individually to see what they can provide. Seems like they feel good about Harvey's role, but wanted more help with sponsorships and donations and that hasn't happened yet.

Downside of having board members below the poverty line. And not a strong presence in California. Suggested donation of \$150 from FIC board, staff and volunteers didn't land well; so many of us already donate a lot of time. Our standard arrangement has been to give speakers full ride, but may not be able to do that. Has been holding off more presenters until registration is up.

Promotions: ads in Cmag, flyers sent from office in orders, eNews 3X, facebook page, 4-5,000 postcards for early bird registration, homepage and right hand side bar of website, flyers being handed out on the W. Coast. Could do more with feeding to facebook cause, but invites have been out for the event for a long time.

NASCO promotes with postcards plus full color big poster. We could do this, and when we looked at it, it seemed expensive for what we'd get. Standard paper size posters can get printed and put up in common houses.

Need more personal contact these days: what can each of us do with our personal contacts. Should we do a phone bank? Post on FB pages, then like and repost things. Collect quotes on Saturday.

Coho conference is about 12 and they meet weekly. To what extent are we all kind of part of this team until we can replace ourselves? Folks in core are maxed out. All eList is not very juiced. Lincoln feels like he could do more. Susan appreciated last board meeting conversations, and anything folks here can do to connect with. Ma'ikwe has some availability after May event is done. Laird can contact more Bay Area people. Encouragement for each person copied on a request for help to respond in some way. Tony will be in the Bay Area in July and can help make connections. Can help get flyers into coops in Berkeley.

Do they have someone in the Bay Area working with them? Need someone local to help anchor things. Raines and Betsy thinking of selves as one step outside the team, and may be shifting their attention to help promo the event more rather than focusing on regional coho organizing.) Organizing a cohousing tour that doubles as transport to the event. Diana is doing a 3-day event after the event that Raines and Betsy will also be helping to promo.

We've already passed the opt out date with Westminster Woods. Break even number is 140, and break even with good energy (which translates to the team being sustainable) is more like 200. Can we draw on Christ Church of the Golden Rule experience? Doesn't seem like we did anything special for that.

Website is text heavy, but has to look for a while to get to the substantial content. Tony has tried to give feedback, but seems really word heavy, generic and doesn't set container well. Challenge that Susan is promoting something she has never been to, and that is hard for her to do well in a way that captures the feel. Someone needs to help her gain that background. Working session with specific advice to pass on to them, and working directly with Molly on Friday.

Two aspects: what can we do to help them feel supported, and what can we do to fill the event.

Communities in Bay Area that are looking for members, particularly pitch the event to them for both attending and tabling. Raines working on this.

Folks willing to be on conference call: Raines, Lincoln, Tony, Ma'ikwe, Harvey, Marty and Laird.

Ecumenical aspect: if we are outreaching to cohousing folks, does it make sense to have a cohousing track? Mixed responses to this. Having an event within is one thing, separate track encourages the separation mentality of cohousing (or ecovillages, or whatever) being different from community. Fine to convene an ENA or Cohousing session.

Question of whether or not to buy additional insurance for folks shuttling attendees from airport or from Bay Area, additional \$850. Our sense is that shuttling is pretty low risk. Can we explore contracting with a shuttle company to do this for attendees? Or just offering information and letting people set up their own ride shares? Doesn't seem like we'll have a huge number of people coming in through SFO. Also seems like our risk is if we are the central organizing body. Either go more to professional service or stay with folks making their own arrangements. Don't do the extra insurance. Also point people toward the community tour bus Raines is organizing.

**TASK:** Harvey will communicate insurance decision to the team.

#### FIC Events

Check in with Molly

Has more time to work on the conference when she gets done with School in a few weeks. Molly may go out to CA in July/September

Tony offers that Molly can move to Sandhill or Dancing Rabbit to work on events and farming at same time.

Susan/Molly: is not getting enough org support on the Event that they need.

More conference call synergy

Laird has been working on sponsorships but with less than desirable results. Lincoln has fallen off the radar and feels bad about letting the group down for the Event.

Susan and Molly don't know many of the people on the All list.

What things are needed in terms of more support?

Molly says reaching out to people we know in FIC circles, personal connections are key.

Board members getting to know Molly and Susan better.

Publications are being contacted by Laird, but Susan and Molly are not aware.

What kinds of people are we trying to contact?

Sponsors: Financial contributions, and in-kind donators. In return, they get on web site and Cmag placement, or free Cmag subscriptions.

Sponsors: \$750 from NICA.

Brainstorm:

West Cost Permaculture Guild? Cat Steele

Ecology Center in Berkeley

Burning Man network-Rains will work on it.

California Institute

Friendly Favors

Parker Street Foundation- Laird

Magic- David and Hilary, tons of free food, tree planting -Tony

Solar Institute

Real Goods

John Jevens- ecology action in Willits, CA

Emerald Earth

Occidental arts and ecology-

Krick House

Green Valley Village-looking for help just got evicted

Brandy McPherson could help Green Valley Village

Communities in the area could donate wine for the benefit auction-Rains

Burlington Co-housing- Molly's uncle Surplus wine

Donations for a benefit auction is another list

Farms and CSA's in the area

Berkeley farmers market

Full belly farm- Tony

Fort Awesome in Berkeley

Zip Cars

City Car Share

Co-working could engage in some way, bulletin board and promote

The Hub- in SF

Solar Community Housing in Berkeley

Rains pitch at the HUB for our event? Will he do this?

Sustainability and green building people

Rains Green Building Chapter Betsy could ask for help.

Can some structure be erected?

Help market to green business to FIC customer

Laird uses the list to get sponsors to know where they can plug in.

West cost Green conference in SF June 22-24, 2011. Need marketing there

Use Raines Quadra cycle with a big banner

Sponsors could be tabling possibilities

Ulupa: San Mateo Ecovillage

Grass Valley

Any group looking for people

Portland folks looking for people for the Co-housing

Terrific marketing for Co-housing

Tables could be for people who ply their craft for that market

Process people

Airs Weaver

Tree Bressen

Paul Delapo

Transition Towns

Carl Swan-Laird Transition Albany-Rains

City Repair Portland

Molly and Susan have raw lists with the date and how they were contacted

Laird we need a list that people can screen against.

Thinking about Categories is good for Molly

Laird can ask the right people to help

Promotion

Tables

Auction Solicitation

Outreach

Volunteer Jobs

Sponsors are key

Slot filled ask FIC board to help find people

There is nobody on the ground in the local area

Cassandra Ferrara- is a person on the ground; brought a lot of people to the

Event could we get posters placed.

Donation for poster, where would we put them?

100 Graphic Design posters.

Rains could know where they go, street team captains

Working on posters

Partners get codes for their members to use to get an early bird price is a good way to get partners.  
Play with early bird deadline  
Change to web site

Promoters:  
Market tables  
Attendees

### Events Team

Arjuna interested in being more involved in FIC, doing a conference in group dynamics, Molly and Susan to weigh in on this idea.  
Tack on to a different process oriented conference, ICA  
Add a track, what we've learned about how to function in a more collaborative way.

Events team: in on the calls, Harvey in on calls, Marty is willing, hearing what is needed all the different target markets, seed it with audiences that are in on it and have them say I am in and here is why.

Susan, and Molly and calls with all board, events team will set the agenda.  
Delegate and bring the board on the calls  
How often do we want to do the call?  
Events team will decide.  
Find a regular Time  
Two weeks notice and daily reminder.

### 25<sup>th</sup> anniversary party in North Carolina in spring 2012

Involving everybody who has been a part of FIC events team could help out here.

Film Festival

When will it be?

What will this look like, how would the events team be involved

Another Art of Community Event in front range Colorado.  
Lincoln will look for a site for Art of Community 2012.

### Kozeny Award

Laird convener of cmtee with 4 members. Stephen and Ina May Gaskin are the potential recipients, and there have been a series of conversation with folks connected with the Farm who were supportive of this. Committee has not met

since talking to folks about the Gaskins. It is time to make decisions about who will receive it. If we go ahead, still need to create citation, when and where to give it, and organize this party. One thought has been to do it within context of Art of Community in CA, since it is close to where Stephen began. Makes sense to give this jointly, though their citations will look different honoring their individual work.

Like idea of tying an ongoing award to regular events if we can. Great if they can be there. Could also present next spring in NC. Keep it short enough to not be boring, contextualize community history, make it interactive with the audience in some way demonstrating their level of direct impact on all of our lives (tofu, midwifery, community inspiration).

No press leaks! Keep it under wraps until it is official. Let committee finish their tasks and move ahead with the process.

**TASK:** Laird will convene the committee and get it moving along.

### Sister Org

Laird is main player in identifying counterparts. Sometimes certain orgs that would be natural for us to have conversations with don't seem to go anywhere. For example: Institute for Community Economics (ICE) in Springfield, MA - no longer answers emails. ICA is 2 blocks away, didn't answer emails re Art of Community/Chicago. Others are working well: Coho/US (Ex. website, benefit auction), NASCO, FEC (bookshelf, auction, they donated for Dir5 distribution). Some people help - Deborah Altus/Harvey as liaison to CSA.

How do we get on their radar and use connections?

Brainstorm a wish list. Map of opportunities.

It's a regular thing at interim meetings. A lot relies on Laird. We're not really asking people in our circle ("All" list) who they know, what relationships do they have, make introductions/connections, collaborate. We're not cultivating people to care about us, build relationships.

Having personal connections are best way.

Use relationships to ID someone in their org who can effect change.

Laird wants to know how to uncover who in our inner circle might know someone in another sister organization? He has gotten weak responses when I ask for help. Ex: Art of Community/ Bay Area: Carol Swan, Mitch Sloma, Paul Delapa - all have rich connections in the nature of who they are in the world, all know FIC.

Getting people to a FIC event is as valuable as a sponsorship.

Since 10 years ago, it feels like there are fewer imps, more staff, and less connection beyond the core. Work on changing communication styles.

It's hard enough to ask for money in your own organization - much harder beyond that.

Maybe some training in contact management, development, building relationships with other organizations.

Initiate Community mapping to establish better connections, better utilize our networks strategically.

Set up Google Voice #. Sends transcripts & msgs - be reachable.

Do we respond well when other orgs ask for support/collaboration? Other orgs not seeing us as a positive partner - are they thinking to ask us? We have that on some level with Coho/US. Some level of mutual awareness and knowledge. We don't have that with NASCO.

Most orgs don't think well about themselves. Feels like I'm working in a void a lot of the time.

We're steady about products but not necessarily leveraging new and exciting stuff outside of our circle. Strong internal focus - could make ourselves look more interesting.

Maybe we need a networking manager position w/in the org?

Who knows how much is style, what FIC offers, etc.

I keep thinking that the All e-list seems like a lot of low energy of late. It's not a place of activity and life at this point. The e-list needs a stronger purpose.

The All e-list started as meeting minutes, active people - now includes former staff and people just interested. Plus some respond off-list because they know it is so big.

We used to get responses on the All e-list regarding Art of Community.

What is purpose of FIC for each individually? How do we keep the fire burning at the center?

Some people feel bombarded, not able to deal w/email and all the requests.

Using text, chat more, phone - seems serious when you get that.

People respond to media differently now - no longer one clear path. We're still figuring it out; it's different for each person. If we were all on the same chat software.... I use chat when available.

Do more in public, let our work be seen.

We've lost the vibrant 10-20 person channel.

If you had a cell phone, did texts, on FB - these would potentially give you other entrees. And use FB to ask - get a better response that way.

What it takes to get the result we want might not be worth it.

### All eList

Create a new List, more active, you have to opt in or opt out

All Announce and all active

Pledge to FIC list

Valuable to be the inside list

When you log in, introduce yourself to the list and say what they will do and how you will interact, this is place to have real business

Board and staff plus opt in people will be on a new list called: All for real, all Biz  
We do not know what it is called and Tony will make it up

Watch the goodwill of the people we send stuff to.

Do not over saturate.

McCune uses the all list to get questions answered.

**New Beads for FIC Story Necklace:**

Tony picked a bead for release of Directory 6-- Large tear drop of blue and rust red... (perhaps our last printed copy of the Cmties Directory before going digital)

Lyda Jackson, our contact and residenant at JPUSA chose a large scarab...Spring 2011 Org Mtg at Jesus People USA in Chicago, IL