

SeekHealing Board of Directors

May Meeting Minutes

Date: Thursday, May 28th, 2025

In attendance: Rob Heskett, Sara Ness, Josh Franks, Lauren Clark, Susan Freeman, Javonne Green, Jenesis Nicolaisen, Melisa Gonzalez, Beverly Jurenko, Diana McCall

The Board reaches a quorum.

Not in attendance: Loki Donohue

Meeting held online via Zoom and in person at the United Way Building in Conference Room 1, In Asheville, NC, USA from 4:00pm-5:30pm

The Board begins with check-ins.

Financial Contingency Planning

- Problem: A funder's non-renewal created a cash flow crisis.
 - Current Funds: ~\$44k after payroll.
 - Burn Rate: ~\$40k/month (down from \$60k).
 - Runway: ~1 month without new income.
- Proposed Cuts (Tier 3): Furlough non-essential roles (Marketing Lead, Inspired Partnerships Lead, Seek Healing Cheerleader) and reduce the ED's salary to \$26/hr.
 - Board pauses all cut decisions because the proposed cuts were not data-driven. The Board required an ROI analysis for all programs and staff roles to make informed choices that protect mission impact.

Sustainable Revenue Strategies

- Strategic Pivot: Shift from unpredictable private philanthropy to stable revenue streams.
- Priority 1: Fee-for-Service (LTPro) Contracts
 - Model: Direct contracts with organizations (e.g., Eaton) for programs, targeting 30–40% margins.
 - Action: Reorient marketing from low-ROI social media to high-ROI business development (e.g., LinkedIn, roundtables).
- **Priority 2: Sustainability Fund**
 - Goal: Build a permanent "rainy day fund" with a 3-month runway.
 - Tool: Stock donations (in-progress Fidelity account) offer donors a tax-efficient way to give.

- Strategy: Frame asks around personal connection and "asking for advice" to build relationships.
- Naming Opportunities: Offer program sponsorships to attract major gifts.
 - Connection Practice: ~\$5k/year
 - Listening Training: ~\$2.5k
 - SHIFT Cohort: ~\$30k
 - Catalyst Sponsorship: ~\$29k/year

Governance & Bylaw Updates

- Problem: Bylaws are outdated and misaligned with the sociocratic structure, causing operational friction.
- Immediate Fixes (Resolutions Passed):
 - Loan Authority: Authorized the ED (Jenesis) and Finance Director (Melissa) to sign PNC loan documents in-person, with Treasurer Josh Franks reviewing and approving first.
 - This was voted on with unanimous agreement. The motion carried.
 - Check Signing: Authorized the ED and Finance Director to sign checks up to \$2,000; the Treasurer must sign checks over \$2,000.
 - This was voted on with unanimous agreement. The motion carried.
- Long-Term Plan: The Governance Committee will lead a full bylaw rewrite, starting with defining clear fractal domains.

Next Steps

- Jenesis & Melisa:
 - Create and share an ROI analysis for top 5 programs (revenue, costs, cost/person) and a staff role/title breakdown by June 10.
 - Update fundraising materials with WHO data and stock donation info.
- Josh Franks:
 - Review and approve PNC loan documents for execution by Jenesis/Melissa.
- Rob Heskett:
 - Apply to present at 1 Million Cups.
 - Contact Heidi Antrim for a Sustainability Fund donation.
- Sara Ness:
 - Share LTPro pitch drafts with Tico for outreach to universities and veteran services.
- Beverly Jarenko:
 - Contact Bowling Farmer for fundraising advice and potential introductions.
- Governance Committee:
 - Meet with Jenesis and Josh Franks to develop a bylaw rewrite plan.
- All Board Members:
 - Review Jan–Mar minutes by June 15.
 - Make one Sustainability Fund outreach before the next meeting.

- Next Meeting:
 - Date: June 10, 4:00 PM ET (General Fractal meeting).
 - Facilitator: Susan Freeman will facilitate the June 25 board meeting.

The Board adjourns into an executive session.