



Board of Directors Fall Advance Meeting Minutes
October 16 & 17, 2021
8:30 am – 3:30 pm PDST

Approved: 11.23.21

DAY ONE – Saturday October 16, 2021

I. Welcome – Beth Kuchenreuther, Chair of the Eagala Board of Directors (8:30 – 9:00 am)

A. Meeting Call to Order

Beth Kuchenreuther called the meeting to order at 8:42 am PDST.

B. Welcome Icebreaker

C. Roll Call

Board Members: Beth Kuchenreuther, Chair; Lisa Krystosek, Vice-Chair; Misty Baker, Governance Chair; Marian Heyink, Governance; Wanda Whittlesey-Jerome, Secretary (by Zoom)

Executive Officer: Amy Blossom, Eagala CEO (by Zoom)

D. Day One Invitees:

Board Financial Consultant/Retired CPA: Mike Plymale (by Zoom)

Strategic Planning Consultant: Lisa Gibert, CPA, CFRE (by Zoom)

E. Brief Tutorial: Chat, Hands Up, and Reactions Functions in Zoom – Wanda Whittlesey-Jerome

F. Mindfulness Minute: Breathing Exercise and a shared reading of the “Desiderata” – Wanda Whittlesey-Jerome

II. Vote to Approve Board Meeting Minutes from August 31, 2021 and September 29, 2021 – Entire Board

After some discussion, Marian Heyink moved and Beth Kuchenreuther seconded the motion to approve the August 31, 2021 meeting minutes. The motion carried unanimously.

After some discussion, Misty Baker moved and Lisa Krystosek seconded the motion to approve the September 29, 2021 meeting minutes. The motion carried unanimously.

Break (9:20 – 9:30 am)

III. Overall Board Goal #1 Review – Board and Executive (9:30 – 10:00 am)

Board Goal 1: To govern a healthy and truly sustainable organization.

Obj. 1: Embody excellence across the governing entities of the organization.

Obj. 2: Increase transparent communication between systemic components.

Obj. 3: Model, support and oversee ethical principle-centered leadership throughout the organization.

IV. Finances – Mike Plymale, Financial Consultant and Amy Blossom, CEO (10:00 – 11:30 am)

A. Overview of Fiscal Roles: Mike Plymale gave an overview of each of the fiscal roles currently assisting Eagala: Amy Blossom, CEO of Eagala, the bookkeeping functions of

our accounting firm, and himself as advisor to the Board. A discussion with the Board regarding the upcoming audit shared insight into the process and how it will support the Board to continue to uphold its fiduciary responsibilities.

The Board is involved in oversight of every aspect of the fiscal health of Eagala as we recognize our fiduciary responsibility and take it extremely seriously. We also fulfill our responsibility by providing oversight of internal controls such as revenue/deposits, payroll costs, and non-payroll disbursements.

- B. Status of 2020 Audit and 990: Our audit firm is on track to meet the November 15, 2021, deadline. Our auditor is communicating directly with the Board. We are very pleased with the collaboration efforts between Eagala and our audit firm.
- C. Financial Statements Jan-June 2021: Our new accounting firm provides an advantage and offers professionalism and a stronger accountability system for the Eagala organization. The Board is pleased with the results.
- D. Budget vs. Actual P&L 2021: Amy Blossom, Mike Plymale, and Beth Kuchenreuther have been working together to determine how different components of the financials are performing.
- E. 2022 Budget process: Amy Blossom, Mike Plymale, and Beth Kuchenreuther have begun work on the 2022 budget. They will be ready to ask for Board approval in the coming months.

V. Board Business – Misty Baker, Chair, Governance Committee (11:30 – 12:00 pm)

- 1. Review Board Governance Policies
 - A. Board Self-Assessment
 - B. Board Confidentiality Agreement
 - C. Board Retention and Recruitment Discussion (all re-scheduled for Day Two)

VI. LUNCH (12:00 – 1:00 pm)

- VII. New Board Business – Strategic Planning Afternoon Session** – Lisa Gibert, CPA, CFRE (1:00 – 3:15 pm) *“Visioning is an ongoing journey, not a one-time activity.” – Jesse Lyn Stoner*
Where do we want to see Eagala go in the future? Imagine the possible. What are we doing? Why? Take time to reflect on where we’ve been and where we want to go. The Plan of the Board is executed by the CEO through Action Plans crafted to meet the Board’s goals.

A strategic vision comes from discussing strengths, weaknesses, opportunities, and threats (SWOT). Our vision is our North Star – guiding our way to our destiny. Ask, What gets you up every day? A vision statement is a grander, more purposeful statement. In February 2020 at the Annual Conference, the Board brainstormed our “Why” and this was the resulting list:

- Make the world a better place
- Allow people and horses to be who they are
- We have a compassionate heart for people who are hurting/suffering
- We appreciate the depth of the human experience

- Healing organization
- We invest in miracles
- We provide hope

Most importantly, our members always come first. Why do you practice the Eagala Model? What gets you up in the morning? How Eagala supports our members throughout their life-cycle of service is our highest priority.

The *Membership Scroll* that was conceived by the Board for the 2020 conference – and that was written upon by many members who stopped by the Board’s table at the conference – will be used in our Strategic Planning process. Thank you to all the attendees who cared to share your “Whys” with us at that monumental time. We promise you will see the *Membership Scroll* again as we move forward into Eagala’s bright future.

Now that the Board has access with the new administration, we plan to survey our members to find out what’s working and what’s not working – we can close the communication gap. Our Eagala members will be able to inform us how Eagala can serve them ethically, effectively, and efficiently.

Built on the Four Standards of the Eagala Model: the team approach, using solution-oriented activities, 100% on-the-ground, and by abiding to our Code of Ethics, the Strategic Plan includes measuring the Eagala Model in action. This will continue to build the growing evidence-base of scientific inquiry into its efficacy. The development of interdisciplinary partnerships and enthusiastic collaborations will indicate that the Eagala organization believes in, and participates with, scientific research as a priority.

VIII. Summary – Board and Executive (3:15 – 3:30 pm)

Review Day Two Agenda

IX. Adjourn – Entire Board

Marian Heyink moved and Misty Baker seconded the motion to adjourn 4:00 pm PDST. The motion carried unanimously.

DAY TWO – Sunday, October 17, 2021

I. Welcome – Beth Kuchenreuther, Chair of the Eagala Board of Directors (8:30 – 9:00 am)

A. Meeting Call to Order

Beth Kuchenreuther called the meeting to order at 9:04 am PDST.

B. Roll Call

Board Members: Beth Kuchenreuther, Chair; Lisa Krystosek, Vice-Chair; Misty Baker, Governance Chair; Marian Heyink, Governance; Wanda Whittlesey-Jerome, Secretary (by Zoom)

Executive Officer: Amy Blossom, Eagala CEO (by Zoom)

C. Day Two Invitee: Dora Lupo, Chair, Ethics Committee (by Zoom)

D. Mindfulness Minute: Revisiting the Lakota Code of Ethics – Wanda Whittlesey-Jerome

E. Review of Day One and Discussion of Strategic Planning Considerations

II. Executive Director's Report – Amy Blossom, CEO (9:00 – 10:15 am)

- A. Overview: Amy Blossom discussed her perspective on what needs to be done, how it needs to be done, by whom, and by when. Top categories for strategic planning were brainstormed and envisioned.
- B. Monthly Assessment: Managing Eagala's financials continues to be the most important focus at this point in time.
- C. Administration and Transition Team Roles: Amy Blossom and the Board discussed the current team of professionals working on behalf of Eagala. More discussion of this issue will occur at the November/December 2021 monthly meetings in alignment with budget discussions for 2022.
- D. Member Support Services: A discussion of the array of member support services drew enthusiasm from the Board. A specific focus on the retention of new and current members was identified as an extremely high priority. The Board wants Eagala's Networking Coordinators to know their service is noted and valued by the organization. The Networking Coordinators' willingness to continue to outreach and support their individual network members is appreciated whole-heartedly.
- E. Trainings, Hybrid Training, Conference: Amy Blossom shared that the Eagala trainings have gone very well. Many new-to-Eagala individuals and groups are seeking Eagala's training and certification. A number are seeking recertification as well. A priority focus now and in the future is how to support new and existing members in their education and skills-building, and how Eagala can continue to support them throughout their life-long careers. Eagala is looking forward to 2022 when considering future trainings and conferences.
- F. Strategic Planning: The Board joined in the discussion with Amy Blossom about the growth of Eagala. It needs to be measured, consistent and focus on ethics and quality to build a cohort of trainers with expertise and outreach capacity. We all recognize there is much to be done. We will continue our work ethically, steadily, with focus and professionalism.
- G. Marketing and PR Plans: A variety of marketing and public relations ideas were generated during the discussion.

III. Ethics Committee Report – Dora Lupo (10:15 – 10:45 am)

Dora discussed the Ethics Committee and its progress. The Board recognized there are global differences in how people are certified or licensed to do mental health work. Dora brought up the ethical decision-making model the committee uses, and how ongoing portfolio reviews can increase quality assurance. Clarifying scope of practice remains an important objective. Dora wants to offer a presentation on social media ethics and online etiquette. A CE requirement to include ethics in all Eagala training was discussed in detail.

BREAK (10:45 – 11:00 am)

IV. Strategic Planning Discussion – Board and Executive (11:00 – 12:00 pm)

Board Goal 1: To govern a healthy and truly sustainable organization.

- Obj. 1: Embody excellence across the governing entities of the organization.
- Obj. 2: Increase transparent communication between systemic components.
- Obj. 3: Model, support and oversee ethical principle-centered leadership throughout the organization.

Board Goal 2: To develop and maintain quality member services.

- Obj. 1: Provide and monitor state-of-the-art professional training.
- Obj. 2: Develop quality educational opportunities for members.
- Obj. 3: Create business development opportunities for members.

Board Goal 3: To build a thriving and inclusive organizational culture.

- Obj. 1: Offer timely, open communication linkages throughout the organization.
- Obj. 2: Encourage diversity at all levels of the organization.
- Obj. 3: Strengthen and expand Eagala's global community.

V. LUNCH (12:20 – 1:00 pm)

VI. Strategic Planning Discussion Continued – Board and Executive (1:00 – 2:30)

The Board discussed human resources and operations within the context of the Strategic Plan, including potential roles for Strategic Plan Alignment. There will be next steps in our process of Strategic Planning. We will take our time to do this important work thoughtfully.

VII. Board Business – Misty Baker, Chair, Governance Committee (2:30 – 3:30 pm)

1. Review Board Governance Policies (deferred to November monthly meeting)
 - A. Board Self-Assessment
 - B. Board Confidentiality Agreement and Board Disclosure of Conflict of Interest
 - C. Board Retention and Recruitment Discussion

Misty Baker, as chair of the Governance Committee, requested we move this discussion to the November monthly Board meeting. She identified two priorities. First, some policies and procedures may need adjustments to make them clearer. Second, once we are further along with the Strategic Planning process, fresh eyes and diverse perspectives on the Board will be helpful. Ideally, all interested individuals, whether members or non-members, will be able to access the online application for board membership and apply. Prior to the November meeting, Misty will send out policies and procedural forms to consider for modification.

VII. Legal Report/Update – Beth Kuchenreuther, Chair (3:30 – 4:00 pm)

Beth Kuchenreuther and Lisa Krystosek shared an update on the current legal situation.

VIII. Adjourn – Entire Board

Misty Baker moved and Lisa Krystosek seconded the motion to adjourn the meeting at 4:13 pm PDST. The motion passed unanimously.

Next Board Monthly Meeting: Tuesday Evening, November 16, 2021 5:30 PST (by Zoom).

Minutes respectfully submitted,

Wanda Whittlesey - Jerome

Eagala Secretary of the Board, 2021 – 2022

Approved