



**Board of Directors Spring Meeting  
Minutes  
February 24 - 26, 2020**

Approved 3.13.20

**Monday, February 24, 2020**

**Board of Directors arrive in Lexington**

Dinner – 8 pm at the Hotel

**Tuesday, February 25, 2020 – Henry Clay Boardroom**

**I. Welcome - Lisa Krystosek (8:30 AM)**

A. Meeting call to order: Lisa called the meeting to order at 10:05 am ET.

B. Vote to approve Minutes from February 10, 2020 Board Meeting  
Marian moved and Misty seconded the motion to approve the February 10, 2020 meeting minutes. Ric abstained due to his absence in February. Jeff was temporarily excused for a job-related meeting. He joined the meeting around 11:10 am ET. The motion carried unanimously.

C. Roll Call

1. Board Members present: Lisa, Beth, Jeff (after 11:10 am), Marian, Misty, Ric, and Wanda
2. Board Members excused: Jeff (temporarily excused for a required job-related meeting; returned about 11:00 am)
3. Executive Officers present: Lynn

**II. State of the Organization - CEO update: Lynn Thomas**

The board asked clarifying questions during Lynn's report on the state of Eagala. Lynn reviewed the history of Eagala's Board of Directors, including how often they met in the past compared to present, and the board records management system using files in Dropbox. Highlights of the year 2019 were discussed, including the growing focus on military services, rural mental health, and the VA grant in general.

A. Strategic plan

Lynn updated the board on the 2019 strategic plan. She led the board in a discussion of some past big learning moments and how they now influence the development of new strategic plan objectives and key performance indicators. A main focus for Eagala is diversification of income and smart investment strategies.

B. Membership

Eagala is diversifying how we train members, including the growing use of online technology. Last year Eagala initiated new approaches to training. Discussion of the highlights of membership included advanced certified members and their growing engagement. Offering free CEUs and selling the office were discussed. Lynn mentioned that a doctoral student is wanting to focus her dissertation on Eagala as a non-profit organization. The board discussed retention rates of membership in general and in specific.



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**C. Marketing updates and plan**

Together, Lynn and the board discussed funding streams, how much energy Eagala gives them, and what their value is to Eagala. Our presences at national horse shows and our media contacts were discussed, as was the VA grant in detail. Jeff shared an uplifting quote he heard from a previous workshop, "Fear is looking inward. Hope is looking outward."

The board discussed the packaging of Eagala's message. Eagala has been at the table with global brands and globally networking. Board members watched a video prepared for marketing. It tells the story of a veteran who found healing through the Eagala Model. We are increasing public awareness through our partnerships with holistic healing organizations and equine products, as well as member-focused fund-raisers. Questions from the board about the return on investment followed.

**III. Development Report – Baumer Impact**

Eagala is having conversations at a higher level which are producing marketing videos and funding strategies. Development has focused on long-term win-win relationships through brand partnerships. For example, the raffle baskets at the conference included gift cards from a variety of equine-focused individuals, groups, and organizations.

*Lunch with Eagala Admin - 12:30 to 1:30 PM*

The board joined Lynn and the regional directors for lunch, which was informative and enjoyable. After lunch, the board visited with the regional directors to discuss their perspectives on their successes and challenges for their own specific regions. This was a valuable experience for the board, which looks forward to continuing to develop strategies that bring ourselves and the regional directors together in future strategic planning efforts.

**IV. Strategic Planning – Lynn Thomas, Full Board**

**A. Review of current Strategic Plan**

Lynn led the board through the 2019 strategic plan. Discussion focused on details related to completion of specific objectives, and the board had many questions.

**B. Strategic Plan development**

Lynn then shared the new 2020 strategic plan. Keeping the overarching objectives from the previous plan, Lynn and the board walked step-by-step through the plan, and we worked together on each component as a team. Throughout the remainder of the afternoon, Lynn and the board brainstormed each detail, focusing on the development of measurable indicators of success for each objective: Quality, Funding, Credibility, and Sustainability.

**V. Committee Work – if needed**

**D. Finance Committee meeting time**



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The finance committee did not meet today due to lack of time.

**E. Governance Committee meeting time**

The governance committee did not meet today due to lack of time.

**Meeting Adjourn - 5:00 PM**

Jeff moved and Misty seconded the motion to adjourn at 6:14 pm ET. The motion carried unanimously.

**Dinner TBD**

Jeff Moore was invited by the board to dinner at a local pizza parlor to honor his service. Jeff completed his final two years at the end of the conference. He will have served Eagala for six years as treasurer and chair of the finance committee.

**Wednesday, February 26, 2020 – Henry Clay Boardroom**

**I. Welcome - Lisa Krystosek (8:30 AM)**

A. Meeting call to order: Lisa called the meeting to order at 8:07 am ET. Jeff was temporarily excused for another job-related meeting. The board met until 9:00 am, took a break for breakfast, then returned to the meeting.

**B. Roll Call**

1. Board Members present: Lisa, Beth, Jeff (after 10:00 am), Marian, Misty, Ric, and Wanda
2. Board Members excused: Jeff (temporarily left for a required job-related meeting; returned about 10:00 am)
3. Executive Officers present: Lynn

Prior to breakfast, the board and Lynn continued to discuss the new strategic plan. After breakfast, the board and Lynn listened to Ric's sharing of his experience at a non-profit board Bootcamp he recently attended. According to Ric, the most important thing he learned was that we have to ask ourselves, "What is our WHY – what is it that motivates us to work on behalf of Eagala?" This question had a major impact on the remainder of the board meeting and the 20/20 conference in general. Our WHY is our story – why we do what we do. In our trainings and certifications, Eagala articulates well the HOW and WHAT of what we do. So, in addition, marketing must identify the heart of Eagala – the WHY of what we do, and we can find it in our own personal stories of healing, and by sharing those stories.

Eagala's Soul Story (marketing) representative stopped by and briefly visited with the board. The board was impressed with the timing of her visit and our "WHY" discussion. Then, a continuation of discussion and development on the new Strategic Plan then took place. The need for a plan that spans three to five (3 to 5) years was discussed. Scopes of work, updated job descriptions and formal performance evaluations were identified as necessary to strengthen Eagala's Quality Assurance-related (QA) objective and key performance indicators for the



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future – both vertically and horizontally within the Eagala organization.

*Lunch - 12:30 to 1:30 PM: Board member table and Vision Board was set up as planned.*

## **II. Board Self-Evaluations**

### **A. Discussion and exercises**

Lisa led the board through their self-evaluations, and compiled an aggregate score for each indicator. After that discussion, Lisa led the board through a values exercise developed by Brené Brown. The first step was for board members to circle adjectives on a sheet of paper that identified our values. Then, we had to pick our top two – which was a challenge. Wanda wrote the top two values from each board member on a flip-chart. Our top board values were “Vision, Inclusiveness, and Integrity” followed by “Faith, Caring, Spirituality, Humor, Love, Wisdom, Gratitude, Family, Growth, and Freedom.” Other than the first three, the rest were not ranked in any particular order.

### **B. Next steps for evaluation development**

The board will begin its yearly review of policies beginning with the next meeting. At that time, we will work to edit the self-evaluation form, and develop additional policies to guide Eagala’s QA processes and products.

## **III. Board Elections:**

### **A. Board Officers**

Marian moved and Misty seconded the motion to appoint Beth Kuchenreuther as Chair of the Board. The motion carried unanimously.

Marian moved and Wanda seconded the motion to appoint Lisa Krystosek as Vice-Chair of the Board. The motion carried unanimously.

Marian moved and Misty seconded the motion to appoint Ric Jerez as Treasurer of the Board. The motion carried unanimously.

Marian moved and Misty seconded the motion to appoint Wanda Whittlesey-Jerome as Secretary of the Board. The motion carried unanimously.

### **B. Committee Chairs**

Marian moved and Misty seconded the motion to appoint Ric Jerez as Finance Chair. The motion carried unanimously.

Wanda moved and Misty seconded the motion to appoint Marian Heyink as Governance Chair. The motion carried unanimously.

### **C. Board Terms**

Marian moved and Ric seconded the motion to appoint Misty Baker for a third term. The motion carried unanimously.

Marian moved and Ric seconded the motion to appoint Wanda Whittlesey-Jerome for a third term. The motion carried unanimously.



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**IV. CEO Appointment**

Marian moved and Ric seconded the motion to appoint Lynn as CEO of Eagala for another year. The motion carried unanimously.

**V. Discussion - Board Bootcamp Takeaways: Ric Jerez**

Ric shared handouts from his Board Bootcamp. As mentioned earlier, his asking the question “Why do we do what we do?” as the most important thing he learned during his workshop had a profound impact on the rest of our meeting and on the conference in general and in specific. Ric shared “Finances Unlocked for Non-Profits.” He asked that each member read and focus on building an understanding of budgets and finances in general in order to move Eagala forward.

**VI. Committee work:**

D. Finance Committee meeting time

It was determined that committee work would take place after this meeting, as time was growing short, and work for the conference needed to take place.

E. Governance Committee meeting time

It was determined that committee work would take place after this meeting, as time was growing short, and work for the conference needed to take place.

**VII. Committee updates**

A. Financial update

Ric asked for support from the board as he assumes the Finance Chair position. The board gave our thanks and well-wishes to Jeff as he transitions off the board after six years of important and influential service as Treasurer.

B. Governance update

Governance will be conducting a thorough policy review in the coming months.

**VIII: Further Discussion: Round pen topics**

Lisa is stepping down from chair of the board so she can focus on her doctoral work. Meanwhile, the board recognizes that Lisa has been an incredibly steady leader and that we have now moved into our performing stage, working in a stable relationship with Lynn and her executive team. Thanks Lisa for your leadership, and we are glad you remain with us as vice-chair!

Governance will continue to recruit prospective Eagala board members with a special emphasis on expertise in financials and marketing in the coming weeks and months.

**Meeting Adjourn - 5:00 PM**

Marian moved and Ric seconded the motion to adjourn the meeting at 4:05 pm ET. The motion carried unanimously.



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**Dinner 7pm – Board members attended Donor Dinner at Saul Good Restaurant**

**Thursday, February 27, 2020**

**Board Members to attend Conference!**

<b>Dropbox Calendar Items: February &amp; March 2020 Eagala Board Committee Calendar Action Items (To report during Spring Meeting in Lexington, KY)</b>	
<b>Finance Committee</b>	<b>Governance Committee</b>
Review and vote: 4th quarter and year-end finances (balance sheet, profit and loss, year to year comparison, year to date report, and cash flow report) and prepare report	Facilitate nominations for executive BOD roles, comm. chairs, and term renewals
Authorization of financial institutions and authorized signors (annually)	Review and update board self-assessment and annual performance evaluation processes.
Review and report: Permits and tax exemptions.	Review and update Board’s statement of its role, responsibilities, and expectations.
<b>Link to Eagala Board Calendar: <a href="https://www.dropbox.com/sh/2n079glo1zftjb1/AAD-rb8apOVxldN67Qwarpgoa?dl=0">https://www.dropbox.com/sh/2n079glo1zftjb1/AAD-rb8apOVxldN67Qwarpgoa?dl=0</a></b>	

Next Full Board of Directors Meeting:

April 13, 2020 via Zoom @ 6 pm PT; 7 pm MT; 8 pm CT; 9 pm ET

Minutes respectfully submitted,

*Wanda Whittlesey - Jerome*

Eagala Secretary of the Board, 2020 – 2021