



Board of Directors Meeting Minutes July 13, 2020

I. Welcome – Beth Kuchenreuther

A. Meeting Call to Order

Beth called the meeting to order at 6:06 pm PT.

B. Roll Call

1. Board Members Present: Beth, Lisa, Ric, Marian, Misty, and Wanda
2. Excused: None
3. Executive Officers Present: Lynn Thomas, CEO

C. Mindfulness Minute – Wanda Whittlesey-Jerome

Wanda shared “A Message from White Eagle, an Indigenous Hopi Shaman.” The following are several of his main themes. “The key to survival in these difficult times is to be happy, dance, sing – whatever brings you joy – no matter the life circumstances in which you find yourself. We need to be well and strong in order to meet today’s social and spiritual demands. Don’t feel guilty about being happy, for it is through joy that one resists. Resist through art, joy, faith, and love.”

II. Votes to Approve June 8, 2020 Minutes and June 29, 2020 Minutes – Entire Board

After some discussion, Marian moved and Misty seconded the motion to approve the June 8, 2020 minutes. The motion carried unanimously.

After some discussion, Ric moved and Lisa seconded the motion to approve the June 29, 2020 minutes. The motion carried unanimously.

III. Special Business - Beth Kuchenreuther

A. Internal Board Review Process: Discussion/update and Next Steps – Beth Kuchenreuther

Beth walked everyone through the Board’s internal review process. The Board was responsible to review the grievances it has received from the membership in a formal process. The Board is looking at content in the grievances and gathering information during Zoom interviews. The Board is identifying themes and patterns. Next steps will be to: (1) conclude the Board’s review process and (2) develop avenues to respond to complainants and share Board recommendations and Board actions in response.

Lynn asked whether or not the executive staff would become a part of the process. Beth told her the Board is right in the middle of the process. Once the process is concluded, the Board will have a better indication of next steps.

B. New Eagala Formal Grievance Policy: Discussion and Vote to Approve – Lisa Krystosek

Recognizing the need for a Formal Grievance Policy to be accessible to membership and streamline the process, the Board crafted a new, clear policy. There are two types of grievances: ethical grievances and all other grievances. Lisa clearly and simply described the different natures of the two kinds of claims. This formal policy will be the

foundation of all future grievance resolution policies for Eagala.

Beth shared that, due to its recent receipt of a number of grievances, and from a Board responsibility standpoint, the Board has found it necessary to craft and approve an updated policy to be posted to the Eagala website. This policy shows the membership that the Board is listening. This policy also is an indicator that the Board cares about the membership and wants to be clearly available to them in a transparent manner. The element of how to communicate the policy is already embedded in the policy – and feasibility of installation is to be completed as soon as possible – at the latest, within one month.

After some discussion, Ric moved and Marian seconded the motion to approve the New Eagala Formal Grievance Policy. The motion carried unanimously.

- C. New Ethics Committee Board Liaison: Discussion and Vote to Approve – Marian Heyink
Marian shared the need for the Board to establish a connection with the Ethics Committee through the creation of a Board Liaison. This liaison would receive the results of their recommendations. Marian suggested the liaison be someone who knows the definitions and the language of investigations.

Lynn discussed the history of the Ethics Committee and a variety of procedural concerns. Beth suggested Lynn and Amanda take a look at their selection process.

Marian suggested a broader representation from the organization to assure a more comprehensive approach.

After some discussion, Ric moved and Misty seconded the motion to approve a New Ethics Committee Board Liaison. The motion carried unanimously.

Wanda moved and Misty seconded the motion to nominate Marian to be Ethics Committee Board Liaison. The motion carried unanimously, with Marian abstaining.

- D. Severance Package: Discussion/update and Vote to Approve – Ric Jerez
Ric discussed Mickey DiGiacomo's many years of service to Eagala. He also thoroughly reviewed the financial and payroll journals prior to this meeting.

Ric moved and Wanda seconded the motion to provide the proposed severance package. After some discussion about method and timing of severance payment, the motion carried unanimously.

IV. Executive Director's Report – Lynn Thomas

- A. Uniform Terminology: Lynn requested the Board first approve the Uniform Terminology. Wanda asked some clarifying questions about the recommended language as well as the marketing costs to be incurred with such a change in our "branding" language.

Lynn suggested these words “Psychotherapy Incorporating Interactions with Horses” would become part of Eagala’s future language. She stressed that identifying the therapy first in the title is important. Equine Assisted Learning is planned to remain with the same wording – in part because the scientific literature is not convoluted in the “learning” field, whereas “Equine Assisted Psychotherapy” has been convoluted in the literature by many diverse titles used in the literature.

Beth focused on “branding” as extremely important in everything Eagala does. It is significant to change the marketing around our brand. Using the word “Equine” first sells the process because it’s about horses.

Lynn shared that our current branding tells members not to use “EAP” but instead use the “Eagala Model”. Lynn shared that her staff have already been moving our marketing materials toward that direction. Lynn also shared that emphasizing the service (therapy) first has shown to work better with insurance companies. When insurance companies see “equine assisted” they respond that they don’t cover that.

Lynn shared this information as a consensus document. She reiterated that these changes don’t need to be made right away. The paper will be published and sent to legislators. Lynn shared that this is a move in a new direction, and that it’s a historic achievement in our industry.

Misty asked for more time to sit with this document. She asked, if these are merely recommendations, why do we have to go forward with a vote to accept? Lisa questioned the potential ramifications with the membership.

Lynn suggested she could ask for an extension until August 2020. She is willing to invite Kathy Alm to the board meeting in August as well.

Ric shared that, for research purposes, a common language is important; however, there remains a conflict in the proposed language for him between a marketing perspective and a scientific perspective.

Lynn offered to take the Board’s concerns to the work team. Wanda shared that the work team plans to maintain Equine Assisted Learning but not Equine Assisted Psychotherapy. It feels awkward. Marian shared that it feels like Eagala is losing something.

Lynn shared that some of this momentum for the changes is coming from physical therapists and the problems they are experiencing with reimbursement.

The Board decided to post-pone the vote on this agenda item.

- B. i-CAAD Virtual Conference: Lynn discussed the upcoming i-CAAD virtual conference and Eagala’s involvement. i-CAAD is a platform dedicated to expanding knowledge, exchanging ideas, advancing well-being and the prevention and treatment of Behavioral, Mental, and Emotional Health issues (<https://www.icaad.com/>). This year, because of the pandemic, it

will be held virtually instead of in person in England. Lynn will be representing Eagala.

- C. Covey Institute and Baumer Impact: Beth asked Lynn to discuss the Covey Institute, and her plans for involvement. Lynn shared that the organization *Bridle Up Hope* will be a partner. Lynn's team is working up a proposal for partnering with them. She will be doing a demonstration with members of the Covey family.

Lynn hopes Eagala will increase its reputation as a global force, and she hopes for increased connections from partnering with the Covey Institute.

Lynn mentioned that, as of the end of June, Jacque Baumer doesn't work for Eagala anymore because she now has a full-time role working for Covey and Bridle Up Hope.

Dani Palmer is not going to be working for Jacque Baumer anymore, and Eagala isn't going to go through Baumer Impact to pay her. Dani's role is now the development contact with our strategic partners. See below for requested clarification from Lynn regarding this.

Lynn will forward a written report to the Board to update us on these roles. A number of businesses that want to sponsor us are, due to the pandemic, in crisis mode.

Lynn shared the social media influencers as the future of marketing which is now. Getting the word out there to drive business to Eagala is important, as is building public awareness.

Ric suggested the Board set some marketing goals that can be measured regarding what is meaningful that can be gauged. What is our "bang-for-the-buck" with marketing?

The Board is asking for clear deliverables with a time-frame for achievement. Ric shared that the Board has struggled with this issue ("bang-for-the-buck"). We need clarity regarding expectations, especially now during the pandemic when donors are few and far between.

- D. Virtual Training Curriculum Update: Beth asked about the virtual training planned for August at Lynn Moore's facility. Lynn responded that they are not sure if that is going to happen right now. A "guinea pig" group is agreeing to participate and will help pull together a virtual training.

Lynn shared the basic outline of the training which will be developed into a virtual format.

This could potentially save \$4,000.00 to \$ 6,000.00 in training costs once the infrastructure is developed. From start to finish, it could take about a month to prepare to attend a live training. Lynn's motto is "quality, efficiency, and accessibility." This is taking Eagala into a new realm of possibilities. Current trainer costs are \$800.00/day. We will only offer this virtual training if it increases the quality of the practice skills of our members.

V. Other Business - Full Board

- A. Review Anti-discrimination Group Process and Procedure/Plans

Wanda asked Lynn to share several diverse responses to the survey. One person wanted Eagala to take a stronger stance on Black Lives Matter whereas another wanted Eagala to stay neutral.

Physical appearance, religion, political beliefs, among other diverse categories were identified. Lynn was curious about what members were thinking and wants to encourage members to have deeper conversations about diversity.

Lisa asked if there are ways to incorporate cultural competency into the training. Lynn shared that plans are to include more in-depth diversity content in the virtual curriculum. Lynn asked that the Board vote on an anti-discrimination policy in the August meeting.

- B. Review Uniform Terminology Paper and Vote to Approve – Lynn Thomas
This agenda item was discussed above under the Executive Report, Section IV. A.
- C. Intellectual Property Attorney Visit Update: Misty said she is still not getting networking emails, so she asked Lynn to clarify her discussion with the Intellectual Property attorney. Lynn asked him if there was anything more she could do to protect the Eagala Model. Lynn was looking at risk in general.

Lisa asked if the attorney provided his advice in writing because the Board needs everything in writing to help the Board protect the Eagala Model. Lynn stated she would provide to the Board in writing the counsel of the Intellectual Property attorney.

July 2020 Eagala Board Committee Calendar Action Items (To report during August Full Board Meeting)	
Finance Committee	Governance Committee
Submit audit and 990 and present for board approval	Report on recruitment processes
Report on finance policies review and any recommendations or vote on updates	Present board education
Report on trademark review	

VI. Adjournment – Beth Kuchenreuther

Ric moved and Marian seconded the motion to adjourn at 8:03 pm PT. The motion carried unanimously.

Next Board of Directors Meetings:

Monday, August 10, 2020 via Zoom @ 6pm PT; 7pm MT; 8pm CT; 9pm ET

Minutes respectfully submitted,

Wanda Whittlesey-Jerome

Eagala Secretary of the Board, 2020 – 2021