

IASD "Regular" Spring Board Meeting Minutes
March 21 and 22, 2009

Day 1 (March 21, 2009)

In attendance:

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|---------------------|-----------------|-------------------|
| Kate Adams | Robert Gongloff | Tom Lane |
| Sheila Asato | Jody Grundy | Hermine Mensink |
| Umberto Barcaro | Ernest Hartmann | Wendy Pannier |
| Deirdre Barrett | Deborah Hickey | Gunnar Sundstrom |
| Nicolas Brink | Bob Hoss | Katja Valli |
| Jean Campbell | David Kahn | Robert Waggoner |
| Rita Dwyer | Don Kuiken | Craig Webb |
| Anne Frey | Jacquie Lewis | Richard Wilkerson |
| Olaf Gerlach-Hansen | | |

1. Acceptance of minutes of last Board meeting

On motion by David Kahn (seconded by Nicolas Brink), the minutes of the Board meeting held on October 25 and 26, 2008 were accepted.

2. Treasurer's Report

Robert Waggoner reported the 2008 year-end figures. We gained about \$32,000 based on income over expenses. This was largely due to the Montreal Conference being so productive, plus the LA Regional income and the \$10,800 rebate to *Dreaming*. The expenses were about what we expected. At the end of the year, we showed \$115,000 in unrestricted assets, the highest for the last eight to nine years.

Bob Hoss reported on the current year. He had concerns about the budget for this coming year because we expect less income from the Chicago conference due to the economy influencing the attendance rate. So far, only 65 have registered. Only half of the presenters have registered. Last year at this time, about two-thirds of the presenters had registered. This is our biggest concern, that we have fewer presenters than last year, bringing down our attendance rate.

At the last board meeting, we voted in \$10,000 in new expenses, such as hard-copy advertising, the Ascribe membership, CE data entry, conference database maintenance, the Marin Community Foundation, and the increase in the number of Journal pages. All this has contributed to a zero-based budget for next year. The only likely expense we could delay would

be the Journal page increase. We don't have a regional meeting planned for this year, so we could have a shortfall unless the Psiber Dreaming Conference does well.

3. Administrative Office Report

Richard Wilkerson reported that he has extra copies of the spring flyer, which people can request through the office email (not the board list).

4. Online Committee Report

Richard Wilkerson presented the report in Curt Hoffman's absence. He said the Associates program is on hold, as the programmers have moved on to other things. We have instituted a new system on the website, offering an easier way to navigate. Thanks to Ed Kellogg, we are exploring the possibility of an online conference using advanced technology. It allows for an on-demand video of the person doing the presentation. It is pricey at \$5000, but Ed can get it for half price as an experiment. A society for hypnotherapists has been using it and grossed over \$15,000 last year and \$30,000 this year.

5. Bylaws Committee Report

David Kahn reported that we are working well with the new bylaws, not seeing them as a constraint, but as allowing us to work within the law. Regarding voting at the summer membership meeting, when we publish the agenda beforehand, we only need 5% of the members present (e.g., 30 out of 600); however, if we fail to publish something requiring a vote, we would need two-thirds of the membership present (e.g., 200 out of 600).

6. Nominating Committee Report

Robert Waggoner reminded everyone that under the new bylaws past presidents no longer are voting members of the board. However, we can consider them when creating a slate of nominees.

Board members leaving in June 2009 include Anne Frey, Sheila Asato, Umberto Barcaro, Jody Grundy, and Hermine Mensink. For the upcoming election, the Nominating Committee supports and proposes the following slate of Board candidates: Jody Grundy, Teresa DeCicco, Mark Blagrove, Misa Tsuruta, Curt Hoffman, Suzanne Wiltink, and David L. Kahn (from Minneapolis). The Nominating Committee recommends the following slate of Officers for 2009-2010: Secretary, Robert Gongloff; Treasurer, Bob Hoss; Vice President/President Elect, Jody Grundy; President, Robert Waggoner and Board Chair, Jean Campbell.

On motion by Deborah Hickey (seconded by Sheila Asato), the Board unanimously approved the candidates for vacant Board positions. The Board agreed with the recommendations for officer positions, however the officers must be selected by the full Board at the summer meeting.

7. Executive Committee Report

Olaf Gerlach-Hansen emphasized that we need to select a chair or co-chairs for the Regional Events Committee. The Executive Committee has been acting in this capacity in the absence of a chair.

He said he was grateful for our smooth transition to the new bylaws. We need to clarify procedures on how future members of the Executive Committee are nominated. If officers only served for one year, we could have a new Exec every year, in theory. It is normal for the Treasurer and Secretary to serve for a number of years. The Vice President normally progresses to the position of President, and often proceeds to the Board Chair position. Advisors are valuable to the Exec and we should feel free to bring in ad hoc advisors as needed. One way to improve communication with the entire membership is to include committee chairs in the Executive Committee meetings.

David said that the governing body of any organization has specific skills the organization recognizes as needed for effective operations. There is a fine line between wanting new blood and retaining people who have skills and the willingness to serve as officers. Officers are selected by the full Board; they have to show they can do the job.

8. Quiet Campaign Report

Robert Waggoner reported that the Quiet Campaign has been more “quiet” than usual. He and Cynnie Pearson are investigating the costs and intricacies of having members donate their dream journals after passing. These journals could be used for dream research.

9. Development Committee Report

Jean Campbell reported that she was surprised to see we had \$2000 more in contributions for the IASD Pledge Campaign in 2008 than for the previous year. The numbers of donors remained about the same. The following amounts were generated in six different categories: General (or unspecified) \$900; Conference Scholarships \$831; Low Income Memberships, \$275; Research Grant Awards, \$3,650; and Other Funds for Specified Awards and Programs, such as art awards, \$14,588.

Jean asked for discussion about a suggestion from Jody Grundy that we create a special page on the website to honor patrons and donors. One aspect of this would be the establishment of categories of donors, such as “ordinary” dreamer, “gifted” dreamer, etc. Rita Dwyer said she agreed with the idea of a page, but objected to the titles. Jody agreed, but felt that special donations could be highlighted. With general acceptance of the idea from the Board, Jean said she would write to all patrons and donors and ask if they would agree to being recognized in this way.

Jean reported that one of the reasons she pushed for a year-long advertising campaign for our 25th anniversary, was to show the benefits and necessity for establishment of an on-going year around approach to our advertising. She requested that the Board consider the creation of an Advertising and Public Relations Committee which would combine advertising with Public Relations planning, and initially be co-Chaired by Wendy Pannier and Jean Campbell. The primary purpose of this committee would be to sustain a year-round approach to advertising and public relations so that a calendar of dates and deadlines can be outlined, which anyone would be able to follow in the future. Our usual practice has been to just advertise for our conferences, necessitating creation and training of a new advertising committee each year. This committee would handle advertising for the annual membership conference, as well as manage the advertising needs originating from other IASD programs, and would operate on a budget predetermined by the Board. One major benefit of this approach would be to insure that we make use of the one free page of advertising we get in each issue of *Dreaming*. We also benefit by having a full year of advertising in the Dream Network Journal, at a substantial savings. Jean plans to bring this up for a vote at the summer meeting.

Jean thanked Sheila Asato and Laurel Clark for their idea of sending out emails to mailing lists advertising the Chicago conference. Through this e-campaign, at least 2000 emails have gone out under various peoples' mailing lists. This has generated lots of communication.

10. Research Committee Report

Bob Hoss reported that the fact the Pledge Campaign targeted research and brought in \$3,650, he will be able to resume normal grant activity this year.

11. Membership Committee Report

Jody Grundy reported that we exceeded our target income goal for 2008 of \$50,000. The income was \$51,972 which represents a 6% increase over the previous year. We also increased the number of members by 49, with a 2008 membership total of 626.

In mid-February Jody Grundy convened a phone meeting with Jean Campbell & Richard Wilkerson to see how we are doing given the broad decline in the economy. We learned that while renewals have remained consistent between November and February for the past three years, we did see a decline in the number of new members renewing. We had a "bulge" in new members at Montreal, but do not expect to see that reoccur in Chicago. We want to set a higher income goal for 2009 of \$53,473, an increase of \$1500. We are concerned whether email renewal notices are reaching our members, so Richard is following up with postcard reminders.

Jody has planned a meeting of the regional representatives for Chicago. There will also be a lunch meeting for all conference attendees to meet in regional groups. The Spotlight section of e-News is now planned out for the entire 2009 calendar year with regional representatives providing monthly input. The project to translate selected website material into other languages is progressing.

Jody said she does have a few items of concern regarding membership. The number of members returning e-consent forms is only at about 50%; this will affect the upcoming board election. Also, many members are complaining about not receiving our periodicals.

12. Global Advisory Committee Report

Olaf Gerlach-Hansen reported that the GAC is not a fully operating committee yet. He is going to contact people who will serve three-year terms on the committee. They must be mostly from outside the United States, since we need to increase our international exposure and create a more global presence. Only four percent of the world population is in the US, but 85% of IASD members are from there. He is working with Jody to be sure we distinguish between the roles of the regional representatives and the global advisors. The global advisors will be focused on the overall development of our representation.

13. Past Presidents Advisory Committee Report

David Kahn reported that Rita Dwyer has sent out a letter to all past presidents inviting them to continue their participation in IASD affairs and to attend Board meetings. The letter also encourages them to review the Board reports on line. Jean noted her concern about the difficulties in including others in Executive committee email discussions – that we need a better way of handling these discussions rather than just adding emails to our existing lists.

14. Advertising and Product Sales Committee Report

Anne Frey reported that our advertising revenue is close to where we were at this time last year; we are at \$2010 now, compared to \$2175 for the first quarter of 2008. She feels we can best increase our advertising revenue by selling subscriptions to *DreamTime*, thus increasing the number of subscribers which will attract more advertisers. This has been approved by the Board, but she needs some time to implement it.

15. Journal *Dreaming* Report

Deirdre Barrett discussed the problem of members not receiving the Journal. Richard Wilkerson said many outside the US are having trouble getting help from APA. The people at APA apparently think our members are just regular subscribers and are told they don't have a subscription. Richard is trying to help by giving the members their membership number to provide when they call. The situation is especially difficult for those outside the US who cannot easily make long-distance calls. Deirdre acknowledged that APA is short-staffed right now.

One option considered in the discussion was to purchase additional copies of the Journal that Richard could send to people who have not received theirs. However, some members do not report the problem until they have missed two or three issues. We pay \$26 per set per year. Jean suggested we vote on purchasing additional copies at the summer meeting.

Jody asked that Deirdre provide information on missed copies to Richard and her, as it is a major membership concern. The Board also addressed the ideal of a survey of membership; the results may give us leverage with APA for obtaining additional copies. Deirdre said she will discuss the problem with the APA production people; she may also be able to gain some leverage in obtaining additional copies. She will report her findings to Richard and Jody in a few weeks.

Bob Hoss brought up the issue raised in his Treasurer's report about saving expenses by delaying expanding the size of the Journal. Deirdre said we are not yet locked in to this increase and agreed to delay it until 2011. She also said she will advise Bob of the last possible date this year when we need to commit to an increase, in case it is still feasible.

16. *Dream News* Report

Jacquie Lewis reported that she is making improvements to *Dream News* every month. She has added links, such as for conference registration and other aspects of our website. She is attempting to include photos with every article. She plans to promote the dream websites of IASD members. A Survey Monkey poll revealed that most members prefer being able to view articles in their entirety, rather than the option offered of just seeing the first paragraph and electing to go to a link to view the rest. Jean said that she is hearing from others about what a great vehicle for communication this publication is.

Day 2 (March 22, 2009)

In attendance:

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|-----------------|---------------------|-------------------|
| Kate Adams | Olaf Gerlach-Hansen | Hermine Mensink |
| Sheila Asato | Robert Gongloff | Wendy Pannier |
| Umberto Barcaro | Jody Grundy | Gunnar Sundstrom |
| Nicolas Brink | Deborah Hickey | Katja Valli |
| Jean Campbell | Bob Hoss | Robert Waggoner |
| Rita Dwyer | David Kahn | Richard Wilkerson |
| Marcia Emery | Jacquie Lewis | |

17. Report on the Swedish Regional

Gunnar Sundstrom reported that the regional was a good experience. There were about 100 in attendance, 60 from Europe and about 40 representing many countries. It was truly an international meeting. There were a number of varied types of workshops and even three

cinematic experiences. A large part of the time was spent on different aspects of Montague Ullman-inspired work. Income was about \$4000-5000.

In response to a question about future European regionals, Olaf said that there was interest expressed from five areas, including Germany and the Netherlands.

Following a brief discussion about food, Sheila provided an axiom that the content at an event is often taken for granted, but if the food is bad, people will never come back.

18. Report on Chicago Regional

Jacque Lewis reported that so far, only two people have signed up to attend. She has created a poster and is preparing magazine ads. Jean said that two weeks out is a good time to advertise. Jody said she would help. Jacque said the place will hold 45, but she is looking for at least 15 to break even. She expressed some concern that the regional may compete with the conference, but Jean assured her that people are becoming aware that things like this are happening and the regional will hook people together who are involved with both events.

19. Conference Advisory Committee Report

Bob Hoss said that the limited list of committee members is not a true reflection of how many are really involved year after year in making our conferences successful. So he listed all the positions that he felt should be considered members of the committee, most of which are filled on a continuing basis. He intends to provide this list to the full Board. Deborah Hickey said she will help train the on-site registration chair next year, and is interested in being the conference arts chair. Lana Nassar was suggested as someone to train the volunteer coordinator.

20. Report on the Chicago "Earth Dreaming" Conference

Jacque Lewis reported that we are obligated to 575 room nights at the hotel and have 538 at this point. Bob Hoss asked Jacque to check with the hotel to see if we can set aside 50 additional rooms. So far, only 71 people have registered. She has sent out an email to volunteers reminding them to register before 1 April. Bob Hoss reported that we have 160 presenters, 126 of whom are primary and 34 co-presenters. An email reminder is going out to them as well.

Bob Hoss reported that we need 250 paid attendees, 213 full registration, and 38 single day. Of the 71 registered, 61 are for full registration. So we are only half way to the break-even point. Hopefully we will be there by 1 April. We will need over 100 from the general public to register.

Bob said we have a comfortable schedule, with six tracks, including a full research track. We will have six dream groups, plus Victoria Rabinow's evening dream group. We will continue the practice started in Montreal of evening keynote speakers. There will be a volunteer reception in the hospitality suite. Sunday will be a relaxing day with optional events in the afternoon. Two-

thirds of the attendees have signed up for the Chicago tour. Saturday and Tuesday will be the heavy days. The Dream Ball will be held in two sessions, so as not to have the judging interfere with the dancing.

Rita Dwyer described the Gala Opening Event she will be hosting. Lana Nassar and friends will start with an opening event. There will be interviews with people from the past to the present, especially those representing our first conference. Other offerings include memories from past presidents, a musical performance by Nancy Grace, a memo book, a song led by Layne Dalfen, a birthday cake, film clips, and a slide show. Barack Obama and Oprah have been invited.

Bob Hoss said he will announce the call for Research Awards and will announce this year's winners at the conference. This will be on the membership meeting agenda. Curt Hoffman has asked that we extend the closing date for Student Award submissions open; the original date was March 15. Jean emphasized that if anyone has something that must be on the membership meeting agenda, she needs to know about it now.

Richard Russo has agreed to do the art show with Kim Virgil. Sheila pointed out that we need to clarify the art show announcement; it implies one must be a member or live in Chicago to enter.

21. Report on 2010 Conference

Robert Gongloff reported that his immediate concern was coming up with a theme and logo so we can proceed to develop a flyer, a website page, and an ad for *Dreaming*. Bob Hoss pointed out that transportation will be a big issue and we need to consider a shuttle option for attendees. We do need to advise people of the locations and distances from the various airports and the transportation options to and from those airports. Jody Grundy discussed the idea of a quilt, suggesting we invite the world community to contribute and perhaps include the quilt in the logo. She said she knows of an artist in Cincinnati who will be interested in helping. Jean said Rosemary White from St Louis would be another contact for this. Deb Hickey said she will help as the conference arts chair.

22. 2011 Conference Options and Discussion

Bob Hoss said we need to come up with options in time to vote on them at the fall meeting. Hermine Mensink is working on Amsterdam options. Bob's contacts in Boulder, Colorado, have backed off, since they found the hotels in the area too expensive. Olaf said another possibility of a proposal is from Jennifer Parker in the UK. Hermine has created a website inviting people to reflect interest in an Amsterdam conference and has received more than 100 interested parties. Olaf restated that there is interest in five regional meetings in Europe. Wendy felt we should wait until the 2011 international conference is decided before scheduling European regionals. She also suggested asking those people proposing regionals to suggest places that would make sense financially for an international conference.

23. Long-Term Planning Session

Jean Campbell asked for discussion about scheduling a half-day session at one of the Summer Board meetings for long-term planning. It would be almost impossible to hold a separate meeting for this, since the schedule is so full. The general agreement was to limit discussion of business items to just the action items, without restatement of what is in the committee reports prepared before the meeting. By doing this, we could discuss long-term planning at both meetings. At the first meeting, we would present ideas and list priorities. At the second, we would come to determinations and decisions upon which we could take concerted action. David suggested that we encourage the outgoing and incoming members to attend both meetings, to get both the historical perspective and fresh ideas. Wendy Pannier said she would consider moderating this as she did in the past.

24. Old Business

No old business was brought up by the Board.

25. New Business

Jody Grundy and Sheila Asato said they would contact Justin Bolt concerning the Facebook page he is administering in IASD's name. We want to be sure our ethical guidelines are followed.

Jean Campbell emphasized the need to encourage people to send in their electronic voter consent forms. This needs to be advertised on the website and in *Dream News*.

26. Adjournment

On motion from Sheila Asato (seconded by Wendy Pannier), the meeting was adjourned.

Respectfully submitted,

Robert P. Gongloff
IASD Secretary