

Spiritual Living Center of Atlanta
Board of Trustees Meeting
Newsletter
For May 2015
(Held April 29, 2015)

1. Market Planning Project Update by Joe Labriola

Joe thanked and acknowledged the team that has been assembled to lead the market-planning project. The goal of the project is to use a disciplined market planning process to drive a fact based analysis of the community that we serve.

The intent is to identify and prioritize the investments required, and use the information to serve as the foundation for SLCA's strategic plan to help SLCA expand its reach and the impact it has in our community.

The team developed a survey to gain an understanding of the current community demographics, and how it has changed since the last survey was done in 2013.

2. SLI Update by Tracey Owen

In April, SLCA had a booth to promote SLI courses at the "Launch your Vision" event held at the Atlanta Unity church. Tracey obtained 25 new emails as well as contact information for potentially new instructors.

The SLI courses during the month of April went very well, with 32 students participating in Lorri Palko's course, and 11 students participating in Cynthia James' course.

In June, Rev. David will facilitate the SLI course titled "The Grass is Greener Right Here".

Coming up in June, Jeff Fasano will instruct the SLI course titled "Journey of the Awakened Heart" and Juliet Vorster will instruct "Taming Your Inner Critic".

We are increasing our social media efforts with the help of four volunteers and as a result, web traffic and blog usage has increased. Sign-ups for the newsletter have increased, and social media traffic has gone up significantly from 29 to 99 sessions in one week.

3. Financial Update by Lorri Palko

The Board has decided to use the Haiku platform to store Board minutes and financial documents.

4. Miscellaneous Items

- The Board is looking into a landscape solution to contain the erosion at the back of the parking lot.

- Karl Gustafson is leaving the teen program (15 to 18 year olds) to work with the new teen group made up of 13 to 14 year olds. Jean Bell has volunteered to join Karl in facilitating the new group.
- The Board reviewed and approved the description of the senior minister's position and contract.
- The April Board minutes were voted on as presented and approved.