**NEST BOARD Meeting**

**April 24, 2020**

**Present:** Jim Brule, Barbara Aliprantis, Cris Riedel, Deb Roe, Mike (joined 2:10); Lynn (joined 3:10)

**Meeting Start:** 1:30PM

**Financial Report:**

Jim mentioned that there is a real possibility that we will not be able to hold STF in August and we should prepare a plan should that event occur.

It should be based on how much money the organization needs for the next twelve months should STF not happen. Some suggested asking members to donate. Deb explained that past appeals including the recent one to members having to cancel their April registrations did not result in donations. She suggested having another event, a unique one, that could bring in money possibly like a storytelling marathon.

There is also the possibility that NEST can apply for a CARE grant through MASS Humanities. **Cris and Deb will meet to discuss this.**

The Board agreed that the additional funding needed should be sourced from non-members. It was brought up that the NEST Guide will be ready for publishing in the coming months and that this could be a source of potential income. Jim suggested that the publication could have sponsors. **Jim will do a write up of what sponsorships could look like.**

**Facebook Advertising:**

Jim brought up the fact that PapaJoe on his own bought a Facebook ad. He felt that this is something that NEST should be doing. We might wish to advertise our NEST Educator program with Facebook ads. **Jim will discuss with Deb the future uses of this.**

**Benevity Funds:**

Barbara spoke to Paula Weiss. Paula is excited about working on this and possibly starting a virtual Children at the Well program**. Jim is going to create a framing document to indicate what the Board would like to see become part of this program and then send this to the Board along with Paula and Elsa.**  He suggested that children work in collaboration to create illustrated videos. They would receive mentoring. The end product would go up on the NEST website. Google might like to be involved. Jim will reach out to Paula and Elsa.

Lynn spoke with Nicolette about adapting her program to reach a wider audience. Nicolette would love to mentor another storyteller to take this on. A lead storyteller would be needed in the chosen community working in concert with a local arts organization and a social services organization. She is happy to meet with the Board about this. Nicolette is also interested in the Children at the Well program. Lynn suggested that Nicolette might like to be in on the discussion with Elsa and Paula.

The Board agreed that these present new opportunities and as such, we should find ways to do things differently.

**NEST Educators:**

Challenges:

* It’s a big program and will likely require a larger team in the future to run it.
* How do we market the courses?
* What do we do with the recordings?

Originally, we were planning to record the sessions only for quality control. But then there was discussion of selling course videos. The Board agreed that we are not at a place where we want to sell videos. Nor do we want the Educator to sell videos from NEST courses. The Board agreed that the videos would be available only for evaluation and marketing purposes.

Deb mentioned that the pricing had become a difficulty. She feels that a fee structure is necessary. She does not want to be responsible for negotiating the fees. The fee should be decided between the NEST Educator Trainer and the Educator and based with the suggested fees in mind.

The agreed upon fee would be $35 for the first session (up to an 90 minutes). Following sessions would be $20 per session. The suggested non-NEST member fee would be an additional $5 per session. **Jim will create a pricing chart to give to Hope and Deb.** It was agreed that for Steve Daut’s session, it would be $65 for members and $75 for non-members with scholarships available. **Deb will put the registration online for this class and begin promotion.**

Another issue is that there is a bottleneck in the program as it has become more popular. NEST needs to have more people training the educators. It was suggested that Hope could be given an honorarium and start to train more trainers. Ideal candidates would be people that are comfortable with technology, creative, and excellent teachers. Jo Radner is one possibility.

**Repository:**

Still getting a couple of additions a day. Need to start promoting it.

**WVSG:**

The guild has become so popular that slots are filled through July. Board doesn’t feel another session is needed but to grow it in different ways. Could have a storytelling performance occasionally.

**Board Minutes:**

Jim would like to make the minutes available to members.

Next Meeting: May 22 at 3:00 pm

Meeting Adjourned: 3:30pm