

iRise Wellness Board Meeting

Saturday, May 21, 2022

Check-in Question: Year of Yes

- Jan: Chapter 1: No
- Feb: Chapter 2: Maybe?
- Mar: Chapter 3: Umm, Yes...? & Chapter 4: Yes to the Sun
- April: Chapter 5: Yes to Speaking the Whole Truth
- **May: Chapter 6: Yes to Surrendering the Mommy War**
- June: Chapter 7: Yes to All Play and No Work
- July: Chapter 8: Yes to My Body
- Aug: Chapter 9: Yes to Joining the Club, Chapter 10: Yes to More Year of Yes
- Sep: Chapter 11: Yes to No, Yes to Difficult & Chapter 12: Yes to People
- Oct: Chapter 13: Yes to Dancing it out
- Nov: Chapter 14: Yes to Who I Am
- Dec: Chapter 15: Yes to Beautiful

Mission

iRise Wellness seeks to promote holistic wellness for people of color through community engagement.

Vision

The vision of iRise Wellness is to create a transformative experience through purpose

Values are to embody the 5 E's:

Education of others,

Empowering people to challenge themselves,

Encouraging self-expression

Enhancing one's community

Engaging creative practices through a healthy mind, body, and soul.

Attendance

President-

Director - Siobhan
Secretary - Debbie
Treasurer - Tori
Community Service- (Toria in Proxy)
Production - Devore

Discussions items

- Check in:
 - April Meeting we will review chapter 6, 2022
 - (Will commence next meeting so there are more people to discuss)
SCS Updated 5/21/2022
- Weekly Needs & Update from (LaTecia)
 - Please receive and add any updates
- Marketing & Communication (Debbie/LaTecia/Jordan)

Social Media:

- MAY BLOG POST - Missing
- JUNE 2022 - IG Stories Day In the Life - need board to sign off on dates
 - June 3 - Latecia
 - June 10 - Toria
 - June 17 - Siobhan
 - June 24 - Kamia
 - July 8 - Devore

Website: iRise Summit & Scholarship

- Jordan working on promo video and flyers for summit
- Debbie scholarship landing page - will be finished by 5/27

Social Media Ads: Promote iRise Summit

- Share insights from meeting with marketing agencies
- New Board Member Candidate: Jordan Brooks
 - Currently serving on the Marketing Committee
 - Jordan introduce himself, discuss his skills and answer any questions from the board about himself and his new role in iRise Wellness
 - **Need Vote**- will wait for clarification from LaTecia on role
 - May 25, 2022 Jordan is voted into the Board as the Graphic Design Marketing Director (Via Email)

- Higher Education Summit (Siobahn/LaTecia)
 - **Need Vote**- will wait for clarification from LaTecia
 - Spend 2,000 for a virtual fitness app to raise 10K dollars (Siobhan)
 - Questions:
 - What is the \$10K for? (Tax purposes and to share with constituents)How many people would we need to participate to reach \$10K
 - What will be the specific events
 - How will we advertise?
 - What functions does the platform provide?
 - Grassroots or campaign? Are we using our personal networks or are we reaching out to the community?
 - Is there a link that we can access to look at the platform?
- The iRise Experience (LaTecia/Devore)
 - Podcast: Promotion July coming out in August Podcast app & Spotify
 - Do we look to shift more into an audio space given the change in how individuals consume media, especially in the demographic we are aiming towards? (what is our demo?)
 - Affirmations for irise calendar that we can create and sell/give away (submit any that you can create)
 - Create in house
 - By next meeting everyone comes with 5 affirmations
 - Create themes after the fact
 - Is there a deadline?
 - Shift to have those in charge of video to be uploaded submit a 15 sec - 20 sec summary of the irise experience - will be better and quicker for social media (tik-tok style).
 - Easier to digest and easier to upload especially with the issues with older videos during the editing process (can be impersonal or have the interviewee send a sort of promo style for video)
- Community Partnerships (Kamia/Toria)
- 2022 Business Retreat
 - Location - Charlotte NC
 - Date - TBD (Fall/Winter 2022?)

- October 15, 2022 (tentative)

- Need a Vote

- Lodging - President working on finding best location (e.g. Airbnb/lodge) for board members
- Volunteers
 - Jordan
 - Jayda
 - Aaron

Events

- Higher Education Summit Nov 11-12
- Care Packages (Dates - TBA)
- iRise Experience 30 min with Q&A - **Revisit this schedule - need to be updated**
 - ~~1/4: LaTecia (Future of iRise)~~
 - ~~1/18: LaTecia~~
 - ~~2/1: Toria~~
 - ~~2/15: Recycle Video~~
 - ~~3/1: Debbie & Devore~~
 - ~~3/15: Recycle Video~~
 - ~~4/5: LaTecia~~
 - ~~4/19: Recycle Video~~
 - ~~5/3: LaTecia~~
 - ~~5/17: Recycle Video~~
 - 6/7: Debbie & Kamia
 - 6/21: Recycle Video
 - 7/5: LaTecia & Devore
 - 7/19: Recycle Video
 - 8/2: Recycle Video
 - 8/16: Recycle Video
 - 9/6: Kamia & Devore
 - 9/13: Recycle Video
 - 10/4: Kamia
 - 10/18: Recycle Video
 - 11/1: Toria & Siobhan
 - 11/15: Recycle Video
 - 12/6: Toria
 - 12/20: Closing New Year Video

- 10 videos from last 2021 that need to be edited and reposted on youtube.

iRise Financial Update

Current Balance as of 04/16/2022- **\$1,872.79**

Board Members Needs from the Team

Director Report

- President
 - Non Profit Federal Paperwork is done (3 month waiting period)
- Director
- Secretary
- Treasure
 - Business Credit Card
 - [AMEX Blue Business Cash Card](#)
 - [Ink Business Cash](#)
 - [CapitalOne Spark Business Card](#)
 - Look into a credit card with our bank
 - Swag Items for Speaking Events
 - Do we want one swag item that can be seen as our "branded" give-away or do we want multiple?
 - Student Scholarship
- Community Service
- Production