



Mission: The Wellness Wagon's mission is to partner with mobile community support services to eliminate barriers to wellness by providing free and reduced priced acupuncture and other coordinated social services in underserved communities in and around the Roanoke Valley.

Date: 07/19/2023

Location: Sweet Donkey Coffee

Attendees:

Sharon Kennedy - President
Alex Watkins - Secretary
Arin Brenner - Member
Tracy Lauder - Member
Katie Clifton - Executive Director

Orders of Business

Unfinished Business

- By-Laws - Suggestions
 - Language updated through Article 6
- Possible grant writers
 - Gathering quotes from three known grant writers.
- Community members on the board
 - Mike has emailed one person and we are waiting
- Employee compensation
 - Mike @ \$20.00/hr
 - Developing skills and processes for the WW.
- Tracy will review bios and set parameters
 - Form from Google Drive
 - Done before next meeting

New Business

- What We Do
 - **4 Main Audiences/Services:**
Corporate Wellness / Acu Detox
 - Funding Source: paid for by business
 - Location: mobile

- Frequency: ???
- Staffing:

Marginalized / Full Tx ** This population needs drilled down further.

- Funding Source: grants
- Location: routine mobile locations
- Frequency: set routine for each location/population
- Staffing:

Recovery Communities / Acu Detox

- Funding Source: grants
- Location: routine mobile locations
- Frequency: routine for each location (recovery meetings, methadone clinic, PEERs network, RV Collective Response)
- Staffing:

Community Acupuncture (aka Normies) / Full Treatment

- Funding Source: self-sufficient
- Location: routine @ QP
- Frequency: routine
- Staffing:

- Treasurer Report - Katie
 - Donations - \$100 to QP through CashApp, \$450 Tips from QP
 - Katie to clarify tipping mechanism.
 - Total in Bank Acct - \$3,714.37
 - [People's Organization of Community Acupuncture Conference](#)
 - Katie has fronted the money and should be reimbursed. Total: \$1,929.90
 - Conference fee \$217
 - Car \$203
 - Airfare \$687.90
 - Hotel \$822
 - TABLED - Business Insurance - \$795/yr
 - TABLED - Venmo and other payment options - who will be the contact?
 - Paypal.me
 - How to track donations
- SubCommittee Report Outs
 - Marketing - Tracy
 - Developing some easily shareable logo versions
 - Good for different colors and backgrounds
 - Please remove the QP logo.
 - Developing some social media content.
 - LinkedIn for corporate wellness

- FB & Insta for some of acu clients.
- Website:
 - Building out the architecture of the website based on the pillars of the organization to start.
 - Creating content based on audience
 - Considerations around clarity
 - Anyone have a website platform they recommend?
 - SquareSpace
 - Integrates w Square payment options
 - Wix
 - WordPress
- TABLED - Adding community clinic to Wellness Wagon/using acupuncturists
- TABLED - Easter Weekend Fundraiser
- TABLED - Fall Fundraiser?
- Upcoming events. Please come to one! *Paid
 - 7/26 Roanoke Rescue Mission 10-12
 - 8/5 Envision Center Community Cookout 11-1
 - 8/7 CHIP Back to School event 10-1*
 - 8/12 Eureka Park Grades not Guns 11-3
 - 8/23 Roanoke Rescue Mission 10-12
 - 9/14 Appalachian Save a Life Day
 - 9/16 SW Pride 12-6 (Vinton War Memorial)
 - 9/23 Jamestown Place Community Cookout 11-1
 - 9/27 Roanoke Rescue Mission 10-12

Future Action Steps

- Aug 2nd Meeting @ 5pm - GCal invite sent!
 - Finish Old Business
- Sept - Vision training for the board w/ Alex
- Everyone - fill out Bio / GoogleDoc from Tracy
- Katie - differentiating tips to staff vs tips to the WW
- Everyone - please come to an event, listed above!
- Alex - contact list to follow
- Tracy - sharing branding guide to share w Board

Closing

Date and time of next meeting:

Aug 2nd @ 5pm

Time of adjournment: 7:05pm

President: _____SK_____ Secretary: _____AW_____

Parking Lot

- We will need to identify how the Director role moves from Katie.
- Advisory Board
 - Made up of participants, community members, etc to guide the activities of the WW
- Appraisal on Bus to Donate (Write-off to Queenpin) - TBD
- Friends of the Wellness Wagon
 - Database of people who are willing to support or volunteer
- Photographs (Fall)