

## **MSA Board Agenda 9-11-17**

- 12:00 Gather, greet, and devotional/prayer
- 12:15 Introductions: History and hopes  
Accept new board members
- 12:45 New Business  
Proposed liability addition to bylaws (see below)  
Strategic plan and name change  
Financial report
- 1:30 Accept resignation of Andi and Greg A. (who are free to leave at this point!)  
Term of service – three years  
Future logistics  
Meeting place  
Frequency of meeting  
Awareness of four board officer roles  
Be on the lookout for potential new board members
- 2:00 Close

### **Proposed addition to bylaws:**

#### **INDEMNIFICATION**

Members of the Board of Directors serve as volunteers, without bond or insurance. Each member of the Board of Directors is personally responsible for his/her actions as a board member. Notwithstanding the above, every member of the Board of Directors, officer or employee of the Corporation may be indemnified by the Corporation against all expenses and liabilities, including counsel fees, reasonably incurred or imposed upon such members of the Board, officers or employee in connection with any threatened, pending, or completed action, suit or proceeding to which she/he may become involved by reason of her/his being or having been a member of the Board, officer, or employee of the corporation, or any settlement thereof, unless adjudged therein to be liable for negligence or misconduct in the performance of her/his duties. Provided, however, that in the event of a settlement the indemnification herein shall apply only when the Board approves such settlement and reimbursement as being in the best interest of the Corporation. The foregoing right of indemnification shall be in addition and not exclusive of all other rights to which such member of the Board, officer or employee is entitled.

# Proposal for the Board

## September 11, 2017

**Subject:** Organization Name Change

**Author:** James Amadon, Executive Director

**Description:** I am proposing that we use the name “Circlewood” for our organization and for the Camano Island project. A circle is a universal symbol; across cultures and religions it represents totality, wholeness, completeness, and connection. It has no beginning or end. In Christianity, it often symbolizes God’s eternal nature and love.

“Do you not know? Have you not heard? Has it not been told you from the beginning? Have you not understood since the earth was founded? **He sits enthroned above the circle of the earth**, and its people are like grasshoppers. He stretches out the heavens like a canopy, and spreads them out like a tent to live in” (Isaiah 40:21-22).

Our site design calls for the central cluster of buildings to form a circle, separate yet part of the whole, all pointing inward to the center, the place where God meets us. I believe that the beautiful woods of Camano Island facilitates such a profound encounter. And so, our new name, Circlewood, would bring together internal and external, divine and the human, Creator and creation.

Making this change will:

1. Build on the new energy/focus of our work.
2. Bring clarity to the organization by providing a unified name/brand.
3. Shed some of the difficulties associated with the MSA brand.

**Stakeholders:** This will affect everyone, from historic MSA supporters to current board members and staff to those who will connect with us in the future.

**Pertinent History:** “Mustard Seed” has been a powerful and compelling name/brand, with strong ties to the founder of the organization, Tom Sine. It has inspired many, galvanized some really good work, and helped to establish Tom and his wife Christine as innovative leaders in the area of Christian mission and community. As an organization, Mustard Seed Associates was initially formed in 2003 as a way to support Tom in his writing and speaking. As time passed, MSA became involved in a number of projects (Godspace blog, Celtic retreats), and had a dream to develop 40 acres of land on Camano Island (owned by Tom) into an educational retreat center. The organization suffered from a lack of focus and long-term planning, which made developing the land on Camano particularly difficult. The Sines, as well as the transitional board, have recognized that fresh vision is necessary to continue the work of the organization, which will now be focused solely on developing the Camano property. A new name will create necessary separation from what the organization has been without necessarily alienating historic supporters. It will also create a new sense of unity and purpose, and provide a brand identity that can enable our work to grow and expand without losing focus.

**Goals:** The main goal is to change the organizational name, as well as the Camano project, to Circlewood, in a way that can be measured by the following evidence:

Measurable 1: Board, staff, and supporters naturally use the new name.

Measurable 2: Sines continue material and relational support.

Measurable 3: Current monthly donors continue support.

Measurable 4: Monthly increases in personal and web-based contacts with potential supporters.

This will result in the following short-term outcomes:

Outcome 1: Name change consistent across organization.

Outcome 2: Historic MSA supporters understand and support change.

Outcome 3: Potential supporters have clear pathways to learn, share, and engage.

This will have the following long-term impact:

Impact 1: We will have unified vision and message to facilitate pursuit of mission and growth both within and without the organization.

**Main activities needed to enact the proposal:**

1. Formal approval of name change by the Board.
2. File for a DBA (“Doing Business As”) in WA State.
3. Communicate change to historic MSA supporters and audiences.
4. Include new name and logo on all communication.

**Specific proposal:**

I propose that Mustard Seed Associates make our working organizational name, and call our work on Camano Island, “Circlewood”.

Proposed by:

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James Amadon, Executive Director