



Recognition of the Sacred in the Heart of All Beings

Board of Directors
Twelfth Meeting – October 9, 2017

Meeting Minutes

Attendees: Adolfo Fernandez Sauri, Christina Fu, Benjamin Finnerty, Doc Savage, Letizzia Wastavino, Maria Grazia Orlando, Chaya Spencer, Royce Battleman, Desiree Eastham; Christel Meulebroeck; Aida Ponce Del Castillo (Absent: Kevin Taplin)

Platform: GoToMeeting **Guests:** Kim Friedman; Gail Corvette

Agenda Items	Main Discussion Points	Decisions/Actions/Recap
Welcome & Roll Call	<ul style="list-style-type: none"> • Doc greeted everyone and opened the meeting. • Doc took Roll Call 	
Approve September 2017 Board of Director’s Meeting Minutes	<ul style="list-style-type: none"> • Doc asked the Board if there were any changes that needed to be made to the previous month’s Board Meeting minutes 	<ul style="list-style-type: none"> ➤ All board members “Approved” the September Board of Director’s Meeting Minutes by the Gradients of Agreement, “GOA” ➤ Desiree will send Doc the final PDF version of meeting minutes to post on ASHY webpage
Committee Updates	<p><u>Marketing Committee Update</u></p> <ul style="list-style-type: none"> • Adolfo, the committee chair, e-mailed the Marketing Committee update. Chaya spoke on behalf of Adolfo. 	

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	<ul style="list-style-type: none"> • Chaya, working with Kim every other week • Adolfo provided committee highlights in an e-mail report: <ul style="list-style-type: none"> ○ Use ASHY's YouTube channel ○ Discover who has ownership of it ○ Ask Will Doran about uploading Samavesha videos ○ Continue to strategize and build shareable content that we can control and promote for the channel ○ As videos are uploaded, include keywords in title and description to optimize the content for search engines ○ Consider developing specific branding for Samavesha and Samunnati that incorporates the heart element of ASHY's logo ○ Consult with Lisa Long on branding of Samavesha and Samunnati ○ Begin brainstorming and developing a list of keywords that become part of the ASHY Style 	

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	<p>Guide/ASHY Marketing and Communications Standards</p> <ul style="list-style-type: none"> ○ Develop one phrase that defines ASHY. Example: “A heart-centered, community- kula-driven nonprofit international global yoga organization school” ○ Develop key words for Samavesha and Samunnati ○ Lisa has completed her contract obligations, but is continuing to help on Samavesha 2018 marketing as Seva ○ Lisa is continuing to help Doc with IT tricks for webpage 	
Conflict Resiliency Campaign	<ul style="list-style-type: none"> ● Kim asked the BOD if any questions regarding Tiffany Wood’s letter regarding the Conflict Resiliency Campaign ● Letizzia and Benjamin voiced that the campaign seemed aggressive and clumsy <ul style="list-style-type: none"> ○ Kim asked if the BOD had read Deb Payne’s letter regarding the decision to mistakenly make Conflict Resiliency “CR” a focus of one of Lisa’s campaign for marketing 	<ul style="list-style-type: none"> ➤ Kim will submit a proposal to Adolfo and Chaya regarding the ASHY Rising campaign

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	<ul style="list-style-type: none"> • Royce wants to hear it better articulated why conflict resiliency is important and the value of it: <ul style="list-style-type: none"> ○ Tiffany tried to address this point in her letter ○ Lack of skills of dealing with conflicts within the Kula ○ The school almost dissolved in 2012, and we need to weather any future conflict crisis ○ Royce, where do we want to spend our time, focus, effort and energy with our very limited resources ○ Kim’s time on CR, framework, training, is all unpaid time for Kim ○ CR is about 10% – 15% of the pie as part of the “mix” ○ About a \$1,000 loss on the CR training but worth the cost by ASHY ○ Would like to contract Lisa for another campaign called “ASHY Rising” ○ Kim will send Lisa a short proposal regarding the new campaign ○ The projected cost to pay Lisa for the campaign is within the marketing budget for the year 	

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<p>New BOD Nominations and Orientation Plan</p>	<p><u>Nominating Committee Update</u></p> <ul style="list-style-type: none"> • Aida sent an email report to the Board that Gail discussed • Gail, first year adding new people to the board • The Nominating Committee is recommending 5 new board members: <ul style="list-style-type: none"> ○ Aat Bos, as possible Treasurer (Netherlands) ○ Laura Casini, marketing, management, human resource experience (Italy) ○ Cecile Gayet, most fundraising experience (France) ○ John Seelye, lots of knowledge of Anusara yoga and many contacts (USA) ○ Giovanni Nigris, management consulting legal expertise (Italy) 	<ul style="list-style-type: none"> ➤ BOD approved the moving forward of the nominating of these 5 candidates using the Gradients of Agreement ➤ Gail will put the report together ➤ Doc, Gail and Grazia will work together to send a Welcome Letter out to the new board members ➤ Kim, Doc and Grazia will meet and talk to the other 5 and figure out how to bring them on board (serving in a <i>volunteer</i> capacity in the area of marketing and/or fundraising) ➤ Doc, will reach out to current board members to act as mentors for new board members

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	<ul style="list-style-type: none"> • Biggest change this year in nominating process, the committee interviewed each of the candidates • Nominating objectives: fundraising experience (not found a lot of experience with it, so recommend a fundraising consultant); all Regions represented and mix of students and teachers. • Not recommending any alternates • Royce, suggested to have a policy in place about how to conduct the nomination and selection process for future years • Gail, a nomination and selection process is due on December 1st • Doc, Orientation Plan, each new board member will be assigned a current board member; invite to November and/or December so by January they will be ready by January 	

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<p>3 – Year Strategic Plan – Revised Goals and Strategies</p>	<ul style="list-style-type: none"> • Doc, briefly reviewed the 3-year Strategic Plan with the Board • Some of the 4 goals need attention <ul style="list-style-type: none"> ○ Goal #1, the 2018 budget will be a goal to be reached through fundraising ○ Scholarship program moves us in line, supporting people to attend trainings and support people that want to teach in underserved communities ○ We need to look more like a business model where we pay people <ul style="list-style-type: none"> ▪ New bookkeeper Lori, new contract being drafted ▪ Sarah Christensen, will take over retail and have a paid position ○ Desiree and Kim, spoke briefly about contracting with Network for Good, Fundraising company ○ Kim, Deb, Grazia, Letizzia, Desiree who attended the online meeting with Ashley of NFG, are all “In favor” of recommending contracting with NFG 	<ul style="list-style-type: none"> ➤ The BOD approved a straw poll using GOA to work with Network for Good. Desiree to move forward with NFG and obtain Proposal and Contract ➤ The BOD approved the 3-Year Strategic Plan and the 4 Goals presented in it. Kim can move forward with it and expand on it. ➤ The BOD agreed to wait on the licensing increase fee until next year based on reasons offered using the GOA ➤ Desiree to work with NFG about adding a paragraph in the contract with NFG, about returning ownership of contact database at the end of contract

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	<ul style="list-style-type: none"> ○ Grazia, mentioned larger non-profits like Amnesty International have a company within Italy so donations made in that country are tax deductible. Only donations made within the U.S. are tax deductible ○ Kim, as strong as the BOD is, we don't have the Fundraising expertise <ul style="list-style-type: none"> ▪ We need to look outside of ASHY for expertise in this area ▪ Network for Good is very reputable and able to bring the fundraising expertise needed ▪ \$7,600 annual fee for NFG guarantees that ASHY will make that much money, and if not, the money is refunded and therefore a "risk-free" choice ○ Chaya, do we get our database of contacts back at the end of the contract? 	

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License Fee Increase	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ▪ Kim, we need to add this to the contract ○ Aida, how will NFG help us outside of the United States <ul style="list-style-type: none"> ▪ NFG has experience with working outside the U.S. • Kim, is the BOD comfortable with the Goals and Strategies of the 3—year Strategic Plan • Doc, went over to license increase for each level and recommends: <ul style="list-style-type: none"> ○ Certified to \$150 ○ Inspired to \$100 ○ Elements to \$75 • Grazia says Italian kula will pay more in fees, if needed • Letizzia, increase fees in small increments • Benjamin, Chinese teachers don't see a lot of benefit and can't even find their names on the website and they will be against it • Chaya, hold-off until ASHY Rising Campaign and other benefits are in place before the fee increase 	



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	<ul style="list-style-type: none"> • Kim, concerned about timing of license increase. She suggests linking increase with AHSY Rising Campaign • Kim, it would be great to link increase with NFG and fundraising • BOD’s perspective is that the timing of the license fee increase is “off” and should wait for ASHY Rising Campaign and early next year 	

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ASHY Tagline	<ul style="list-style-type: none"> • The BOD discussed the tagline and agreed on: “A people centered, teacher led, global yoga community.” 	<ul style="list-style-type: none"> ➤ The BOD Approved the ASHY tagline using the GOA ➤ Chaya to seek the approval of the tagline with: Kevin, Adolfo, Christina and Benjamin (who had to get off the call) and get back to Doc
Samavesha 2019 - Timeline	<ul style="list-style-type: none"> • Doc held – off on discussing this in this meeting due to lack of time 	
Approval of Funding for a Consultant for Active Campaign	<ul style="list-style-type: none"> • Deb requested funding of \$1000 to hire a consultant to help with Active Campaign • \$1000 fits within the yearly budget 	<ul style="list-style-type: none"> ➤ The BOD approved the \$1000 to hire an Active Campaign Consultant using the Gradients of Agreement ➤ Doc to let Deb know
Open Discussion & Share	<ul style="list-style-type: none"> • Letizzia, is it OK to congratulate the new BOD members publically? <ul style="list-style-type: none"> ○ Doc, YES! 	
Next Meeting	<ul style="list-style-type: none"> ➤ <u>Monday, November 13th, 2017 at 8 AM EDT</u> 	<ul style="list-style-type: none"> ➤ Please schedule on your calendar! See you next month!

*Please contact Desiree, Anusara School of Hatha Yoga Secretary, with any questions Desiree@anusarayoga.com