



Recognition of the Sacred in the Heart of All Beings

Board of Directors
Seventh Orientation Meeting – May 8, 2017

Meeting Minutes

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

Platform: GoToMeeting **Guests:** Deb Payne

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 	<ul style="list-style-type: none"> ➤ Kevin & Aida were absent
Approve April 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 previous month’s Board Meeting minutes. No changes were requested. 	<ul style="list-style-type: none"> ➤ All board members “Approved” the April Board of Director’s Meeting Minutes by the Gradients of Agreement, “GOA”
Committee Updates	<ul style="list-style-type: none"> • <u>Marketing Committee Update</u> • Doc informed the BOD that Romina Schlender-Sesé resigned from the BOD due to work obligations and not able to make meetings • Doc asked the BOD if we should remain at 12 members or invite the Alternate Member to join • Doc, Grazia and Royce voiced the opinion that that at this point, remaining at 12 is the better option • Adolfo, the Marketing Committee Chair, informed the Board that Romina would like to continue her work in communicating with the L.A. region, but come off the BOD • Adolfo stated with Romina leaving the Marketing committee, it does not negatively 	<ul style="list-style-type: none"> ➤ Doc will reach out to the Alternate, Rachel Rojeck and update her regarding the vacancy on the BOD. He will explain it would be unfair for her to join the BOD at this point because she has missed orientation. He will ask her to join the Marketing Committee and ask that she enter the ASHY BOD nominations for 2018. ➤ The BOD “Approved” the plan by using the Gradients of

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	<p>impact the committee due to all the outside support from Tanya, Deb and Jackie.</p> <ul style="list-style-type: none"> • Adolfo gave updates for: USA; Asia; Latin America (L.A.) • Samunati is half-full • Christina sent images from the Asia Yunion Yoga festival and Asia Anusara Gathering • Gatherings are being created in L.A. • Deb is meeting with and interviewing with 2 marketing consultants 	<p>Agreement regarding staying at 12 members and inviting Rachel to join the Marketing Committee.</p> <ul style="list-style-type: none"> ➤ Deb will report back to the BOD about the interviews with the 2 marketing consultants
Committee Updates	<p><u>Policy Committee Update</u></p> <ul style="list-style-type: none"> • Royce, the Policy Committee Chair, stated that the Nominating Committee met again • An email went out to the teachers regarding nominations for 2018 • The committee and Aida will present a policy for social media at the next BOD meeting • Royce discussed the “Governance Recommendation” policy document. This policy document addresses issues that may arise within the committee 	<ul style="list-style-type: none"> ➤ The BOD “Approved” the “Governance Recommendation” policy document using the “GOA” ➤ Royce to Email the “Governance Recommendation” document to Tanya [and Desiree] in “.doc” or “.docx” Word so Tanya can add to the handbook
Committee Updates	<p><u>Fundraising Committee Update</u></p> <ul style="list-style-type: none"> • Doc, the interim Fundraising Committee Chair, informed the Board of the Fundraising committee updates • Doc is finalizing the mission and vision statement of the Fundraising Committee • The ASHY “Store” has been updated with new affiliate links to Amazon • Affiliate links provides 8% of sales from the source (e.g. author) and 3% of sales from Amazon going to ASHY • Maria and Letizzia voiced concerns about whether the Amazon links are also linked to 	<ul style="list-style-type: none"> ➤ Doc will email out a draft of the mission and vision statements for the committee ➤ Doc to check that Amazon online stores in other countries, other than the U.S., are earning commissions from affiliate programs ➤ Benjamin requested that the Chinese translation of the

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	<p>other countries' Amazon online stores like Italy and Germany to earn commissions for affiliate programs</p> <ul style="list-style-type: none"> • Letizzia asked if the Anusara Invocation Cards could be translated into German and made available in time for Samavesha 2017 • Doc informed the BOD that the IRS has some additional quick-turnaround questions regarding the 501 (c) application. It should not be too much of a delay to the approval of ASHY's as a non-profit. 	<p>manual not be available at ASHY's online store</p> <ul style="list-style-type: none"> ➤ Deb to check with Alessandra about also making Anusara Invocation Cards translated into German for Samavesha 2017 per Letizzia's request. Doc stated he can help.
<p>3-Year Strategic Plan (2017-2019)</p>	<ul style="list-style-type: none"> • Deb presented an update to the "3-year Strategic Plan Goals" Document • Royce articulated the need for clarification around the "Benefits and Services" of ASHY • Under item #4 on the plan, Royce asked what are the "services outside the teacher focus"? • Royce asked that there be articulation regarding the service mission for charitable activities • Chaya stated Seva is strong in the yoga tradition and we should find a couple of organizations that ASHY can support • Deb requested at least 3 additional volunteers to help develop the plan further 	<ul style="list-style-type: none"> ➤ Deb to create a broad statement (for item #4, add D.) e.g. "develop community outreach and charitable activities" ➤ The BOD "Approved" this draft of the 3-year Strategic Plan using the "GOA" ➤ Benjamin, Maria and Letizzia volunteered to help Deb develop the plan further
<p>Staff Transition Plan</p>	<ul style="list-style-type: none"> • Deb updated the BOD regarding the Staff Transition Plan • Deb stated things are moving along positively • Job descriptions for Kim Friedman, Denise Hatch, Tanya White are almost complete • Kim's contract is almost complete 	<ul style="list-style-type: none"> ➤ The job descriptions and contract is tentatively set to be presented to the BOD in June
<p>Samavesha 2017</p>	<ul style="list-style-type: none"> • Doc updated the BOD regarding Samavesha 2017 	<ul style="list-style-type: none"> ➤ As a BOD member and attendee of

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	<ul style="list-style-type: none"> • Doc stated Grazia and other BOD members are organizing and leading the Community Meeting at Samavesha on 6/1 at 8:45 pm • Meeting will be in English with Italian Translation (possibly other languages) 	<p>Samavesha, please E-mail Grazia regarding the issue/subject you would like to present at the community meeting</p> <ul style="list-style-type: none"> ➤ Doc suggested that someone at the Community Meeting take notes
Samavesha 2018	<ul style="list-style-type: none"> • Adolfo stated Samavesha 2018 will be in Mexico, outside Mexico City, located more towards the center of Mexico rather than the beach because it's too expensive for people to travel there • Already thinking about location for Samavesha 2019 	<ul style="list-style-type: none"> ➤ The location of Samavesha 2018 will be announced at Samavesha 2017!
Marketing Request for Service	<ul style="list-style-type: none"> • Doc stated that Desiree Rumbaugh and Andrew Riven relicensed • Deb articulated that the purpose of this group, "The Visionaries", will discuss how the Anusara methodology might evolve (or not) • Some current members of the group are Deb, Jayendra, Karen, Kim and Denise • Deb invited any BOD members that are interested to join the group discussion later in the day • The main topic of today's group discussion is "interactions with former licensed teachers" <ul style="list-style-type: none"> ○ Non-licensed teachers: as "Subject Matter Specialists" or "SMS"; Teaching electives; when and how can an Inspired teacher help with Teacher Training; and not enough 	<ul style="list-style-type: none"> ➤ Deb and volunteers sit and decide if they need to incorporate in "Goals and Strategies" in 3-year Strategic Plan ➤ Deb to send link statistics regarding Teachers

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	<p>teachers to teach the 300-hour curriculum</p>	
<p>Open Discussion & Share</p>	<ul style="list-style-type: none"> • Desiree briefly introduced the use of the computer program Trello as an official document depository • At the meeting in June, Desiree will go over some of the functionality of Trello with the BOD 	<ul style="list-style-type: none"> ➤ Desiree emailed a link to the BOD Members to register and explore Trello ➤ Doc mentioned backing up Google
<p>Next Meeting</p>	<ul style="list-style-type: none"> • <u>Monday, June 12th, 2017 at 8 AM EDST</u> 	<ul style="list-style-type: none"> ➤ Please schedule on your calendar.

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