



Recognition of the Sacred in the Heart of All Beings

Board of Directors
Ninth Orientation Meeting – July 10, 2017

Meeting Minutes

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

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 	
Approve June 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. No changes were requested. 	<ul style="list-style-type: none"> ➤ All board members “Approved” the June Board of Director’s Meeting Minutes by the Gradients of Agreement, “GOA” ➤ Desiree will send Doc the final PDF version of June Minutes to post on ASHY webpage
Announcement of Non-Profit Status Approval by IRS	<ul style="list-style-type: none"> • Doc informed the BOD that ASHY was approved by the IRS as a Non-Profit 501 (c) (3) organization • ASHY needs to file 2016 taxes and pay any taxes from October 11 to end-of-year 2016 	<ul style="list-style-type: none"> ➤ Doc to share the non-profit approval status document on Google Drive and Trello ➤ Doc to work with Lisa Long, to get the word out to the community regarding newly acquired Non-Profit status, e.g. Facebook Live announcement.

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Desiree's Announcement Re: last term on BOD	<ul style="list-style-type: none"> • Desiree informed the BOD that this would be her last year due to her son's health • She will help with transition for the next Secretary 	<ul style="list-style-type: none"> ➤ Desiree will continue to work until the end of the year ➤ Desiree will wrap up loose ends like finishing the "ASHY Governance Handbook"
Committee Updates	<p><u>Marketing Committee Update</u></p> <ul style="list-style-type: none"> • Adolfo, the committee chair, informed the BOD that Lisa Long, the new marketing consultant will help develop ASHY's image • Chaya stepped-in to speak for the Marketing Committee because Adolfo lost connection • Chaya informed the BOD that she sent Lisa Long the marketing "wish-list" compiled through email communication by the BOD • Planning for Samunnati - Canada is on hold for now, Jeannine Plaiche to take the lead • The flash sale for Samunnati USA did not produce any additional registrants • Samunnati USA is currently at 50% capacity • Chaya asked the BOD if there were any ideas to help further promote Samunnati • The BOD made these suggestions: <ul style="list-style-type: none"> ○ Short 30-60 second video clips by teachers to share on social media ○ Active campaign email distribution by states (Deb mentioned this is an undone task and would be difficult) ○ Send fliers to East Coast state studios and ask they post and distribute ○ Use incentives like discounts for East Coast state teachers that encourage and have their students register • A Marketing Committee meeting is scheduled for August 2nd 	<ul style="list-style-type: none"> ➤ Deb to work with Chaya to choose licensed teachers by the South-East Region of the U.S. to ask to market Samunnati ➤ Deb to ask Denise Stottman about the flyer for Samunnati ➤ Ask Jaye Martin to market Samunnati on his social media ➤ Lisa Long to sign marketing consultant contract

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	<ul style="list-style-type: none"> • Lisa Long will be signing her contract and will be ready to begin work July 8th • There is the idea for a Samunnati in Belgium 	
<p><u>Committee Updates</u> Policy Committee/ Nominating Committee</p>	<p><u>Policy/Nominating Committee Update</u></p> <ul style="list-style-type: none"> • Royce, the committee chair, informed the board that the board is working on a social media policy • The Nominating Committee has 10 candidates currently for the next BOD • Royce stated a few more candidates are being recommended and “coming through” • Doc highly recommended Aat Bos, an “organizational master”, to fill a seat on the next BOD 	<ul style="list-style-type: none"> ➤ The BOD agreed, by use of the Gradients of Agreement, that depending on the quality of the of the pool of candidates, that the “drive” for filling 4 or 5 seats on the next BOD be best decided by the Nominating Committee
<p><u>Committee Updates</u> Fundraising Committee</p>	<p><u>Fundraising Committee Update</u></p> <ul style="list-style-type: none"> • Doc will plan a meeting with Kevin about the next steps for Fundraising now that ASHY is a 501 (c) (3) organization • An idea for a Go Fund Me campaign to raise \$15,000 for a new website. ASHY has \$500 raised towards that goal • Jane Norton sent a proposal to a clothing vendor that works with non-profit organizations 	<ul style="list-style-type: none"> ➤ Doc to plan and schedule Fundraising meetings with Kevin and the committee
<p>Operations Team Update</p>	<ul style="list-style-type: none"> • Deb, discussed the Operations Team Review/Recap document that was sent to the BOD (emailed to the BOD) • The Elements teacher protocol is developing and will go through the Policy Committee • Kim Friedman will be step-in as Operations Coordinator on August 1st and attend the next BOD meeting • Deb & Kim will meet in Upstate New York in Mid-August to discuss the transition • Doc discussed the transition to Approveme.com software which replaces 	<ul style="list-style-type: none"> ➤ Deb to follow-up with Christina and Benjamin regarding translations for teacher certification process changes

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	<p>Inkdit, ASHY's former digital licensing agreement software</p> <ul style="list-style-type: none"> • Deb would like to work with Benjamin and Christina regarding the translations for the changes to the certification process • Chaya asked about the percentage of teachers that did not renew • Deb stated about 85% of the teachers renewed, but possibly closer to 100% with the next update • Tanya White handles the reinstating of the formerly licensed teachers • Benjamin asked if there is a person assigned that speaks with formerly licensed teachers interested in reinstating • Deb stated the Operations team reaches out to those teachers in the U.S. that do not renew; Jayendra does the same in Europe • Deb suggested perhaps the BOD can reach out to teachers that did not reinstate • Letizzia mentioned that she has heard from formerly licensed teachers that the reason they are not reinstating is because there is no growth, nothing new • A rich conversation began around how to introduce and implement new education/material and then how to communicate this new education to the teachers • Doc stated new curriculum is introduced through the elective modules, an example: Benjamin could teach a module regarding his area of expertise, Developmental Psychology • A current example, is the John Kenyon "Conflict Resiliency" module with Tiffany and Kim in Utah, U.S.A. 	

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	<ul style="list-style-type: none"> • Adolfo suggested certified teachers need to inform their students about Advanced Teacher Training modules • Chaya suggested an outline be drafted to detail what is available for learning (a Marketing Committee goal) 	
3 – Year Strategic Plan	<ul style="list-style-type: none"> • Deb briefly discussed the 3-Year Strategic Planning document (emailed to the BOD) • She asked that we look at the long-term view of the plan and expand on it • Once expanded, ASHY will be able to share it with the community to show that the school is growing and has a vision 	<ul style="list-style-type: none"> ➤ Deb asked that the BOD expand on and develop the “3 – Year Strategic Plan” document
Open Discussion & Share	<ul style="list-style-type: none"> ➤ Doc stated 3 Positives/ Achievements that the BOD has accomplished: 1) There have been more policies developed and it gives the teachers “ground to stand on” 2) Advancement with Marketing and Lisa Long’s contract 3) Acquiring 501(c) (3) approval ➤ Doc stated 3 future goals: 1) Fundraising – getting a structure in place for raising funds for new website 2) Operations Team – building a database and active campaign to communicate to teachers 3) Advancement of Marketing with Lisa Long now on board ➤ Desiree suggested Officers and Committee Chairs draft a document of monthly duties and tasks to hand-off to the next person that takes that position over ➤ Doc and Gaby Zermeno from Mexico speak informally every other week about Samavesha 2018 happening March 1 – 4. When the contract is in place, they will speak weekly 	<ul style="list-style-type: none"> ➤ Doc asked BOD members to offer 3 achievements and 3 goals ➤ Chaya asked Doc and Maria for “Roles & Responsibilities” for the President and Vice President



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Next Meeting	➤ <u>Monday, August 14th, 2017 at 8 AM EDT</u>	➤ Please schedule on your calendar! See you next month!

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