



Recognition of the Sacred in the Heart of All Beings

Board of Directors
Tenth Meeting – August 14, 2017

Meeting Minutes

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

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 July 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. • One change requested to change “Austria” to “Belgium” for a regional event 	<ul style="list-style-type: none"> ➤ All board members “Approved” the July Board of Director’s Meeting Minutes by the Gradients of Agreement, “GOA” ➤ Desiree will send Doc the final PDF version of July Minutes to post on ASHY webpage
Kim Welcoming	<ul style="list-style-type: none"> • Kim spoke about her new role as Coordinator of Operations Team as of 8/1/17 • She is not acting as BOD Consultant (her previous role) • Kim will continue to meet with Deb Payne over the next week to discuss her new role 	
Committee Updates	<p><u>Marketing Committee Update</u></p> <ul style="list-style-type: none"> • Adolfo, the committee chair, informed the BOD on the following: • Kim, as the new Operations Team Coordinator, will be the liason between Lisa Long and the Marketing Committee 	

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	<ul style="list-style-type: none"> • Lisa Long has provided a lot of structure for the Marketing Committee: <ul style="list-style-type: none"> ○ Organize social media platforms, like Facebook and Twitter accounts, pages and groups ○ From Lisa’s First Report (July 2017) and Deb and Kim “Marketing Work Plan” the following ideas: <ul style="list-style-type: none"> ▪ Identify who is integrating ASHY by creating a kind of profile that would include age, gender, country, region, etc. ▪ Create a document with the ASHY’s Marketing communication standards for 2018 ▪ As Kim mentioned create key words to keep spreading ASHY’s word in the most clear and precise ways ▪ Consider developing specific branding to Samavesha and Samunnati ○ Chaya was tracking USA’s Samunnati and she mentioned this first experience will help to develop guidelines for the next global Samunnatis ○ The first campaigns will focus on the Conflict Resolution Training in October 2017 (USA) and Samavesha 2018 (Mexico) 	
<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 drafting a social 	<p>➤ Doc to email Code of Conduct for BOD’s review</p>

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	<p>media policy and will have something by the next BOD meeting</p> <ul style="list-style-type: none"> • Royce asked the BOD if the Code of Conduct policy needs to be updated • Royce emailed Grazia questions from the Policy Committee regarding the transition process for the next BOD • The Nominating Committee has 10 candidates currently for the next BOD • Doc stated there will be an Orientation for new BOD members • An orientation process will be established for future BOD transitions • Doc stated that the new BOD members will be selected in November by the Nominating Committee and invited to the last BOD meeting • Doc and Jayendra are drafting an “Events Policy” and will send to Policy Committee • Royce stated that the Nominating Committee has conducted interviews of the candidates • The Nominating Committee is looking at 4-5 candidates and 1-2 alternates • Gail will present the candidates at the next BOD meeting 	<ul style="list-style-type: none"> ➤ Doc to email “Events Policy” to the Policy Committee
<p><u>Committee Updates</u> Fundraising Committee</p>	<p><u>Fundraising Committee Update</u></p> <ul style="list-style-type: none"> • Doc informed the BOD that we are interested in working with Network for Good, a fundraising online platform and coaching company 	<ul style="list-style-type: none"> ➤ Desiree to help schedule a meeting between Network for Good, the Fundraising Committee, Kim and Fundraising Committee
<p>Mid-Year Budget</p>	<ul style="list-style-type: none"> • Doc briefly reviewed the Mid-Year July 2017 Budget Excel document. Doc stated: <ul style="list-style-type: none"> ○ “the bottom line is good” ○ ASHY is a little behind with renewals 	

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	<ul style="list-style-type: none"> ○ There will be a big jump of Inspired teachers coming from China soon ○ ASHY predicted a stronger forecast for teacher renewals ○ ASHY spent more money than forecasted due to the web page development by Dave Ryan ○ ASHY will soon receive income from the yoga videos on the web page ○ Kevin asked about “the jump” in payroll expenses. Doc responded that the increase was due to Kim being hired. ○ Professional fees for accounting were doubled due to the transition to non-profit <ul style="list-style-type: none"> ▪ Accountant needed to do non-profit taxes from Oct. 12 – Dec. 31 2016 ○ Samavesha 2017 profit was \$5,000 Euros. Money was split to pay “Italy” and accountant costs. A few “pennies” went to ASHY 	
Operations Team Update	<ul style="list-style-type: none"> ● Kim officially transitioned to Team Operations Director replacing Deb on August 1st. Kim gave 2 highlights thus far: <ul style="list-style-type: none"> ○ Lisa Long has great productivity as the newly hired Marketing Consultant ○ Bill Doran and Madhuri are working on “refreshing” the ASHY Affiliated Studios program ● Kim discussed the John Kenyon “Conflict Resiliency” module with Tiffany and Kim in Utah, U.S.A. October 9 to October 11 <ul style="list-style-type: none"> ○ Kim and Tiffany were invited back to Italy by Alessandra to do a 2-day 	<ul style="list-style-type: none"> ➤ Kim will send Doc, 3 bullets about the Conflict Resiliency training and the flyer ➤ Kim, Doc, Christina and Benjamin will sit down with the Operations Team and bring to the BOD, as needed

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	<p>training for the certified teachers in Europe in 2018</p> <ul style="list-style-type: none"> ○ Tiffany and Kim will initially travel to train others in the community about conflict resiliency skills ○ Eventually the Community Relations Teams will be pulled together from the 5 global regions and be trained and pass skills to community ● The Operations Team discussed the possibility of having two Samaveshas in the future, and alternating between regions: <ul style="list-style-type: none"> ○ Latin America – China ○ Europe – North America 	
3 – Year Strategic Plan	<ul style="list-style-type: none"> ● Kim briefly discussed the 3-Year Strategic Planning document with the BOD ● She asked if there was enough context for the BOD to look at plan to expand on it ● There will be a small group discussion with Grazia, Benjamin, Deb, Letizzia and Kim 	<ul style="list-style-type: none"> ➤ Arrange small group meeting with Grazia, Benjamin, Deb, Letizzia and Kim ➤ Doc will find his notes and pass onto Grazia for the small group meeting ➤ Kim will send any notes to Doc so ideas are organized for the next meeting
Open Discussion & Share	<ul style="list-style-type: none"> ➤ Doc will look into finding a Ram Das and Jimmy connection on Hawaii ➤ Kevin and Doc to meet about July 2017 numbers and budget 	
Next Meeting	<ul style="list-style-type: none"> ➤ <u>Monday, September 11th, 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 or comments, Desiree@anusarayoga.com