



Recognition of the Sacred in the Heart of All Beings

ASHY Board of Directors Meeting
 Via GoTo Meeting.com
 Monday, January 8th 2018

Meeting Minutes

Present: Adolfo Fernandez Sauri, Letizzia Wastavino, Maria Grazia Orlando, Desiree Eastham, John Seelye, Cecile Gayet, Giovanni Nigris, Aat Bos, Laura Casini

Absent: Aida Ponce Del Castillo, Kim Friedman, Royce Battleman, Christina Fu, Benjamin Finnerty
Platform: GoToMeeting **Facilitators:** Tiffany Wood

Agenda Items	Main Discussion Points	Decisions/Actions/Recap
Welcome & Roll Call	<ul style="list-style-type: none"> • John took roll call 	
Approve December 2017 Board Minutes	<ul style="list-style-type: none"> • No changes 	<ul style="list-style-type: none"> ➤ Approved, using Gradients of Agreement, with no changes
Committee Updates: Marketing	<ul style="list-style-type: none"> • Adolfo is the only current member of the Marketing Committee • The committee is seeking to hire a Public Relations “PR” Consultant • Chaya gave a PR Consultant name to Kim • Kim recommended a student who is a communication consultant and hire hourly 	<ul style="list-style-type: none"> ➤ Adolfo to check with Doc and Aida to see which other members might be interested on the marketing committee ➤ Laura volunteered to be on the Marketing Committee
Fundraising Committee and Network For Good Update	<ul style="list-style-type: none"> • Desiree informed the board that the first fundraising campaign, end-of-the-year resource development was emailed to the: 1) licensed yoga teachers and 2) the greater yoga community • Desiree updated the Board on the Network for Good activities 	<ul style="list-style-type: none"> ➤ Desiree to email the Board the "List of ASHY Accomplishments" to be further emailed by BOD member to the regional representatives and country coordinators

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	<ul style="list-style-type: none"> ○ Elizabeth Finlayson is the NFG Fundraising Coach ○ First call with Elizabeth on 12/21, Kim, John and Desiree on call ○ Began first fundraising campaign via email blast ○ To date: \$2,243 raised by the campaign ○ (2) 30-minute sessions per month with Elizabeth ○ (2) BOD members on Coaching call and others can participate ● John informed the board of “click rates” for the email campaign at 37.8% open rate ● Top Countries that donated: <ul style="list-style-type: none"> ○ U.S., Germany, Italy ● Grazia stated that the email went out too early and people did not know who “John” was, not informed he was Board President ● John stated “we were completely hesitant at first” ● We were informed by Elizabeth, NFG Fundraising Coach, that 30% of funds raised in the last half of December because of the tax deduction, which was our motivation ● John stated we will improve vastly in future fundraising campaigns ● Letizia suggested that a list of ASHY accomplishments be emailed to the regional representatives and country coordinators 	<ul style="list-style-type: none"> ➤ Next actionable steps: 1) schedule next Fundraising Calls 2) Assemble a team for NFG Donor Management system, review system and keep current alongside Active Campaign

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<p>2018 Budget Proposal Update and Strategic Studies</p>	<ul style="list-style-type: none"> ➤ Doc pulled an extrapolation from last year’s budget to help Aat create baseline budget ➤ Aat reviewed the 2018 Budget Proposal presentation for the Board ➤ Aat showed the sources of revenue and expenses in a graphic pie chart (see presentation) ➤ All Board members thought the presentation was “very clear” and “a great start” ➤ Aat suggested we keep a watchful eye on the “Risks” ➤ Aat said ASHY’s “target revenue growth” is 6% ➤ Aat mentioned we are asking for a lot more in projects than ASHY can afford ➤ Aat proposed a way forward and only spend when we absolutely must ➤ Aat suggested an Ad Hoc subcommittee be created to set criteria and prioritize projects ➤ Aat proposed a Proposed Schedule as follows: <ul style="list-style-type: none"> ○ 1/14, Submit projects & estimates ○ 1/21, Team agree to criteria and review proposals ○ 2/2, Team to rank projects ○ 2/4, BOD meeting to approve budget and ranking • Aat created a strategic studies marketing survey with the following questions: 1) How can 	<ul style="list-style-type: none"> ➤ Desiree to email Aat’s 2018 Budget presentation to the BOD ➤ The BOD approved, using the Gradients of Agreement, Aat’s proposal on the 2018 Budget Plan ➤ Aat, Laura, Cecile and John to participate in the Budget Proposal Ad Hoc subcommittee ➤ Aat will send an email to the missing BOD members if they would like to join the Ad Hoc subcommittee ➤ Aat to ask Kim to join the Ad Hoc subcommittee

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	<p>Anusara yoga improve 2) What are opportunities and threats to Anusara?</p> <ul style="list-style-type: none"> • Aat asked if any BOD members would be interested in participating in a “S.W.O.T.” (Strengths, Weaknesses, Opportunities, Threats) analysis <ul style="list-style-type: none"> ○ Laura, Grazia, Cecile and Letizzia would like to participate in the S.W.O.T. analysis • Aat asked if any there was any interest in BOD members looking at his marketing report? <ul style="list-style-type: none"> ○ John suggested to email it to all the BOD 	
<p>Community Resiliency - Mediation with John Friend</p>	<ul style="list-style-type: none"> • Tiffany Wood, joined the meeting to discuss a possible mediation with John Friend • Tiffany suggested a third-party mediator • John Kinyon as possible mediator <ul style="list-style-type: none"> ○ Overall cost estimate \$750-2,000 ○ Doc & John Friend initially • Tiffany suggested an Ad Hoc sub-committee be formed <ul style="list-style-type: none"> ○ Aat, Laura, Letizzia, Denise, Des, Doc, John and Giovanni volunteered to participate 	<ul style="list-style-type: none"> ➤ Tiffany to schedule ad hoc subcommittee volunteers to meet to discuss further

Agenda Items	Main Discussion Points	Decisions/Actions/Recap
	in Ad Hoc subcommittee	
Samavesha Additional Meeting	<ul style="list-style-type: none"> ➤ Due to time constraint, this topic is moved to the next BOD meeting agenda 	<ul style="list-style-type: none"> ➤ In the interim, Grazia to send email to BOD regarding the forming of ad hoc subcommittee about the continuation of Samavesha and regional gatherings ➤ Royce, Aida and Aat would like to participate on the subcommittee
Next BOD Meeting on ZOOM! (information forthcoming)	February 12, 2018 at 8 a.m. EST	<ul style="list-style-type: none"> ➤ Please place on calendar!

Please contact Desiree Eastham, ASHY BOD Secretary, for any changes,
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