

**ASHY Board of Directors Meeting**  
**Monday, April 9<sup>th</sup> 2018**  
**Meeting Minutes**

**Present:** Adolfo Fernandez Sauri, Letizzia Wastavino, Maria Grazia Orlando, Desiree Eastham, John Seelye, Giovanni Nigris, Aat Bos, Laura Casini, Christina Fu, Benjamin Finnerty

**Absent:** Royce, Aida **Platform:** Zoom **Facilitators:** Kim Friedman

Agenda Items	Main Discussion Points	Decisions/Actions
Welcome & Roll Call	<ul style="list-style-type: none"> <li>• Grazia took roll call (stepped in for John momentarily until John was able to log-in)</li> </ul>	
Approve March 2018 Board Meeting Minutes	<ul style="list-style-type: none"> <li>• No changes</li> </ul> <p><b>Gradients of Agreement:</b> Letizzia: 1 Laura:1 Adolfo:1 Giovanni:1 Desiree:1 Aat: (stepped away) John: 1 Benjamin:1 Christina: 1 Grazia: 1 Cecile: 1</p>	<ul style="list-style-type: none"> <li>➤ <b>Decision:</b> The BOD approved the March 2018 BOD Meeting Minutes, using Gradients of Agreement, with no changes</li> </ul>
Committee Updates	<ul style="list-style-type: none"> <li>• <u>Marketing (Laura):</u></li> <li>• The Marketing Committee has identified 4 projects on which to focus. (Laura briefly reviewed the Committee’s work plan.)               <ul style="list-style-type: none"> <li>○ Support teachers</li> <li>○ Develop “Heart of Anusara” Series</li> <li>○ Benefits and Services for teachers, waiting for results of 4/16 Survey</li> <li>○ Organize Quarterly Regional Newsletters</li> <li>○ Help market Fundraising Events in June and Year-End-Campaign</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Marketing Committee: Reconsider time of the launch of the Heart of Anusara Series.</li> </ul>

	<p>*We are aware of the beginning of summer vacations in Europe starting in late June/Early July. However, we want to maintain momentum and give studios a heads-up. We will ramp up marketing again in September</p> <ul style="list-style-type: none"> <li>• <u>Fundraising (Desiree):</u></li> <li>• Meeting bi-weekly: Mondays, 1<sup>st</sup> &amp; 3<sup>rd</sup></li> <li>• Reviewed Case for Support Document telling compelling reasons why people should donate. This document to be used in fundraising events</li> <li>• Cecile working with Elizabeth on Case for Support drafting</li> <li>• Grazia drafting a “To-do” list for June Event</li> <li>• Next Fundraising Coach meeting with Elizabeth, next meeting on 4/17 with Cecile &amp; Desiree</li> <li>• We would launch events in this order, while working simultaneously on all of them:             <ul style="list-style-type: none"> <li>○ June 16<sup>th</sup> Event (launch right away)</li> <li>○ Heart of Anusara Series (launch late June)</li> <li>○ End-of-Year Campaign (launch September)</li> </ul> </li> <li>• The Committee is focusing on 3 projects:             <ul style="list-style-type: none"> <li>○ Developing a Case for Support (why donors should give to ASHY)</li> <li>○ Worldwide fundraising event on June 16, 2018</li> <li>○ “I Am Anusara” year-end campaign</li> <li>○ The Committee is working to make sure the donation button on ASHY’s website links to Network for Good’s Donor Platform</li> </ul> </li> </ul>	
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<p>Treasurer Report</p>	<ul style="list-style-type: none"> <li>• Aat is working with Donna Savage, ASHY’s interim bookkeeper, to get the information he needs to produce a Treasurer’s Report.</li> <li>• Samavesha will net approximately \$10,000. With 50% of that going to ASHY             <ul style="list-style-type: none"> <li>○ this is \$2,000 more than anticipated in terms of net profit to ASHY. Some of the Samavesha Organizing Committee members are donating their share to ASHY, which will increase revenues from Samavesha going to ASHY.</li> </ul> </li> <li>• Aat is doing a “lean review” of ASHY’s licensing administration to look for opportunities for efficiencies. This involves interviewing the licensing team, developing recommendations and discussing/implementing those recommendations.             <ul style="list-style-type: none"> <li>○ Key area of improvement: Clarity on decision making authority of Director of Licensing &amp; refinement of some processes.</li> </ul> </li> </ul>	
<p>Events</p>	<p><b>SAMAVESHA ROTATION</b></p> <ul style="list-style-type: none"> <li>• The Policy Committee’s proposal was approved as amended.</li> <li>• <b>SAMAVESHA POLICY &amp; GUIDELINES</b> <ul style="list-style-type: none"> <li>○ The Policy Committee’s proposed policy and guidelines document was approved.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Kim:</b> Add checklist &amp; preface/cover letter</li> <li>➤ <b>Decisions:</b> the BOD Approved the following:             <ul style="list-style-type: none"> <li>○ Samavesha Policy and Guidelines</li> <li>○ Samavesha Rotation</li> <li>○ Local and Regional Events Guidelines</li> </ul> </li> </ul>

	<p><b>LOCAL &amp; REGIONAL EVENT GUIDELINES</b></p> <ul style="list-style-type: none"> <li>The Policy Committee’s proposed policy and guidelines were approved. (All Board members voted using GOA at 1 for the Straw Poll)</li> </ul> <p>Straw Poll taken: (APPROVED!!!):</p> <p>Aat: 2 (It contains policy as well as guidelines, i.e. Financial Controls)          Laura:1          Desiree:1          Benjamin: 5 (concerns re: being too prescriptive; discentive to organize Samavesha)          Christina: 2 (need more clarification re: how to decide to hold or cancel Samaveesha, not just about income-also need to consider brand marketing)          Cecile: didn’t have time to review documents but will follow prevailing opinion          Grazia: 1 (but considers Christina’s comments)          Adolfo: 1 (agrees with Christina’s point re: importance of branding the event)          John: 1          Letizzia: 1          Giovanni: 1</p> <p>Aat re: balance between being prescriptive vs. leaving room for flexibility:</p> <p>There are 3 areas of “Shall”:          -Procedure for selecting location (region) &amp; date          -Have a central event organizer who works with local committee          -Financial controls: we must minimize ASHY’s exposure/risk</p>	
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	<p><b>ASHY EVENT PRODUCER</b></p> <ul style="list-style-type: none"> <li>• The Policy Committee’s proposal to hire an Event Producer was approved as part of the Board’s approval of the Samavesha and local / regional guidelines.</li> </ul>	
<p>Operations Team Report &amp; Update</p>	<ul style="list-style-type: none"> <li>○ Not discussed</li> </ul>	<ul style="list-style-type: none"> <li>➤ Any Board member with a question or concern about Kim’s report will follow up with her directly.</li> </ul>
<p>Community Resiliency - Mediation with John Friend</p>	<ul style="list-style-type: none"> <li>• The Board agreed to proceed with mediation with John Friend with the understanding from John, Tiffany and Kim that ASHY’s costs (up to \$1,500) will be covered through private donations if the Board determines that ASHY does not have the funds to pay for mediation. <ul style="list-style-type: none"> <li>○ <b>Proceed:</b> with letter of intent; agree on the specifics of payment at May BOD meeting (Tiff, John and Kim are committed to covering \$1500 through their own and possible others tax-deductible donations)</li> <li>○ Grazia: how do we hold teachers accountable after agreement(s) with JF are reached? <ul style="list-style-type: none"> <li>▪ Tiff: This will require being very clear on ASHY’s agreements with JF communicating that clearly to teachers. <ul style="list-style-type: none"> <li>• We may want to include this in the teacher’s license renewal.</li> </ul> </li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Decision:</b> The BOD agreed to proceed with Mediation with JF</li> <li><b>TICKLER (MAY):</b></li> <li>➤ Update from Tiffany</li> <li>➤ Finalize payment arrangement on ASHY’s end</li> </ul>

	<ul style="list-style-type: none"> <li>• Operations Team &amp; Board must lead by example.</li> <li>• The Community Resiliency Team can address specific issues that arise with licensed teachers.</li> <li>• JF may stop trying to provoke a response once mediation has occurred.</li> </ul>	
<p>Recap and other Decisions &amp; Tasks</p>	<ul style="list-style-type: none"> <li>• John expressed gratitude for all the Committees' hard work that enabled us to get so far today.</li> <li>• Kim expressed appreciation for John's facilitation of today's meeting.</li> </ul>	
<p>Next BOD Meeting on ZOOM!</p>	<p><b>May 14, 2018 at 8 A.M. EST</b></p>	<p>➤ <b>Please mark on your calendar!</b></p>

Please contact Desiree Eastham, ASHY BOD Secretary, for any changes, [desiree@ansuarayoga.com](mailto:desiree@ansuarayoga.com)