

ASHY Board of Directors Meeting
Monday, May 14th 2018
Meeting Minutes

Present: John Seelye, Laura Casini, Cecile Gayet, Giovanni Nigris, Letizzia Wastavino, Desiree Eastham, Christina Fu, Maria Grazia Orlando, Adolfo Fernandez Sauri, Aida Ponce Del Castillo

Absent: Royce Battleman; Aat Bos, Benjamin Finnerty **Platform:** Zoom **Facilitators:** Kim Friedman

Agenda Items	Main Discussion Points	Decisions/Actions
Welcome & Roll Call	<ul style="list-style-type: none"> • John took roll call 	<ul style="list-style-type: none"> ➤ none
Approve April 2018 Board of Director's Meeting Minutes	<p><u>GOA</u> Laura: 1 Desiree: 1 Christina: 1 Cecile: 1 Giovanni: 1 Grazia: 1 Aida: 1 Adolfo: 1 John: 1 Letizzia: 1</p> <p><u>Aida:</u> unclear about Board's decision for arriving at the decision to hire an Event Producer & job description</p> <p><u>Kim:</u> Approval for this position was part of the Board's approval of Samavesha & local/regional events guidelines.</p>	<ul style="list-style-type: none"> ➤ Decision: Board Approved the April BOD meeting minutes ➤ Action: Kim <ul style="list-style-type: none"> ○ Send Board Hilary's contract & job description (when finalized) ○ Review local/event guidelines: Is Event Producer's role clear enough? If not, add specifics. ○ Add Event Producer's contact information to website

<p>Committee Updates</p>	<p><u>Marketing</u> (Laura)</p> <ul style="list-style-type: none"> • Recruited Leslie Salmon & Lesa Wang to Committee • Met twice • Prioritized projects to ensure strategic focus <ul style="list-style-type: none"> ○ Publish newsletter for teachers ○ Develop new ASHY narrative (with help of a communications consultant) for multiple uses ○ The Heart of Anusara Event Series (includes marketing/branding, sponsorship for Samavesha, merchandise) ○ Improve ASHY website ○ Increase translation capacity (applications, manuals, etc.) ○ ON HOLD FOR NOW: Marketing Standards <p>ADOPTED: We will leave the automated translation capacity on the website for now if the disclaimer is moved up to the translation drop-down button. If we get too much negative feedback, we will remove this feature. (This will be decided at the June Board meeting.)</p> <ul style="list-style-type: none"> • Laura: 1 • Desiree: 1 • Cecile: 1 • Giovanni: 1 • Grazia: 1 	<ul style="list-style-type: none"> ➤ Action: Laura/Marketing Committee: discuss automated translation of website vs. customized translation of certain key pages ➤ Action: Kim: ask Bahman to move translation disclaimer up to translation button; replace “ASHY” with “Anusara School of Hatha Yoga” or replace ASHY with a gif. ➤ Action: All Board members: check with people in their countries (Country Coordinators, teachers, etc.) re. translation quality then decide at June meeting whether to keep the automated translation feature (Grazia: tickler for June) ➤ Action: Desiree: Re-schedule May 15th call with Elizabeth Finlayson (fundraising coach)?

	<ul style="list-style-type: none"> • Aida: 5 • Christina: 2 • John: 2 • Adolfo: 2 • Letizzia: 3 <p>FUNDRAISING (JOHN)</p> <ul style="list-style-type: none"> • We have started to use Network for Good’s resources. • Cecile has done fabulous work on ASHY’s Case For Support. • “I Am Anusara” = fundraising theme for June event & year-end campaign (October-December) • We launched the June “I Am Anusara” fundraiser on May 11th (email & website) 	<p>➤ Decision: Leave automated translation capacity on website</p>
<p>Recommendations on Quorum</p>	<ol style="list-style-type: none"> 1) AGREEMENT: Standing and ad-hoc committees are <u>advisory</u> to the Board, not binding. 2) AGREEMENT: The purpose of committees is to do <u>background</u> work and provide <u>recommendations/advice</u> to the Board with the goal of increasing the efficiency of Board discussions. 3) AGREEMENT re. Board meetings <ol style="list-style-type: none"> a. There will be a quorum when <u>two-thirds</u> (2/3) of the Board members are present during the meeting (9 members for 2018). b. When a quorum is present, decisions made during Board meetings will be <u>binding</u>. c. If there is not a quorum present, the Board President may decide to <u>solicit</u> input, using the Gradients of 	<p>➤ Decision: The Board approved the “Recommendations for Quorum” to the Board Governance Agreement</p> <p>➤ Action: Desiree to update Board Governance Agreement and email Kim</p>

	<p>Agreement, of the absent Board members. Alternatively, the Board President may decide to <u>postpone a decision</u> until the next Board meeting.</p> <p>ADOPTED: ADD THESE RECOMMENDATIONS TO BOARD'S GOVERNANCE AGREEMENT</p> <ul style="list-style-type: none"> • Laura: 1 • Desiree: 1 • Christina: 1 • Cecile: 1 • Giovanni: 1 • Grazia: 1 • Aida: 1 • Adolfo: 1 • John: 1 • Letizzia: 1 	
<p>Samavesha 2019 Location</p>	<p><u>Kim/John</u>: Benjamin was not asked to submit a proposal as called for in the Samavesha event guidelines. Kim is seeking Board approval to continue to explore Samavesha 2019 with Benjamin & Christina.</p> <p>ADOPTED: Give Kim approval to continue to work with Benjamin & Christina on Samavesha 2019 in Asia</p> <ul style="list-style-type: none"> • Laura: 1 • Desiree: 1 • Cecile: 1 • Giovanni: 1 • Grazia: 1 • Aida: 1 • Adolfo: 1 • Letizzia: 1 • John: 1 • Christina: 1 	<ul style="list-style-type: none"> ➤ Action: Kim: keep in mind marketing to English-speaking countries ➤ Decision: The BOD approved, Kim, Benjamin and Christina to continue to work on Samavesha 2019

<p>Data Protection Policy of ASHY</p>	<p><u>DISCUSSION</u></p> <ul style="list-style-type: none"> • Aida: Overview of EU data protection regulations <ul style="list-style-type: none"> ○ May 25 = deadline for compliance (consent required of subjects) ○ Focus on rights of data “subject” (individuals) ○ Obligations: Companies/organizations must revise their data protection policies to reflect how they collect data, how they use it and how they store it ○ 7 new rights: right to ask for clarification, right to be removed from website, etc. • Cecile: Can we use our Greater Yoga Community list from Anusara, Inc. for <u>fundraising</u>? • Aida: No. It was not created for fundraising purposes. We must ask data subjects <ul style="list-style-type: none"> ○ to “opt in” regarding various kinds of communications & offer opt-out option. • Aida: Policy Committee drafted opt-in email. • John: MindBody Online will address many of these points. • Kim: We need to reconcile Aida’s understanding of EU compliance with advice that Royce has gotten from several attorneys & Aat’s understanding regarding ASHY’s relationship to teachers. • Deb: We have 50-70% open rate among teachers & 30% on Greater Yoga Community list on emails. Therefore, we could lose contact with a large # of our teachers and our GYC list. <p>ADOPTED</p>	<ul style="list-style-type: none"> ➤ Action: John, Aida, Royce or Aat work with Kim on this. ➤ Action: John: follow up with Aat & Royce ➤ Decision: Alert Country Coordinators about this to encourage teachers to respond to email <ol style="list-style-type: none"> 1) Send at least 1 opt-in email before May 25th to teachers & Greater Yoga Community 2) Identify 2-3 Board members to work with Kim & Deb on this project especially regarding opt-in requirements with teachers 3) develop ASHY’s policy on GDPR
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	<ol style="list-style-type: none"> 1) Alert Country Coordinators about this to encourage teachers to respond to email 2) Send at least 1 opt-in email before May 25th to teachers & Greater Yoga Community 3) Identify 2-3 Board members to work with Kim & Deb on this project especially regarding opt-in requirements with teachers 4) develop ASHY's policy on GDPR <ul style="list-style-type: none"> • Laura: 1 • Desiree: 1 • Christina: 2 • Cecile: 2 • Giovanni: 2 • Grazia: 1 • Aida: 1 • Adolfo: 1 • Letizzia: 1 • John: 1 	
<p>Mind-Body Online Proposal</p>	<ul style="list-style-type: none"> • See MindBody Online proposal • Aida: risks if ASHY does not comply with EU data regulations = 2% of annual profits & possibly jail • MBO is accessible in China. <p>**ADOPTED <u>**(PLEASE SEE FOOTNOTE)**</u>**: Use cash reserves to make a one-time investment of \$2,577 USD to use MBO, assuming we get clarification from MBO on compliance with EU data protection regulations</p> <ul style="list-style-type: none"> • Laura: 2 • Aat: 2 • Desiree: 2 • Christina: 2 • Cecile: 3 (difficult to track expenses) • Grazia: 1 • Aida: 2 	<ul style="list-style-type: none"> ➤ Action: Grazia: June meeting—Treasurer's report (he'll start with quarterly reports then try to have monthly reports) ➤ Action: Grazia: ask Adolfo & Giovanni for their GOA on MBO → add this to meeting minutes (note: their GOA will <u>not</u> change the decision.) ➤ Decision: The BOD Approved the use of one-time cash reserves of \$2,577 to use MBO

	<ul style="list-style-type: none"> • John: 1 • Letizzia: 2 • Adolfo: 1 • Giovanni: 2 <p>**During this May meeting, the BOD discussed and conducted a Straw Poll and then further ADOPTED based upon the agreement of the Straw Poll (and past practice). Upon further discussion among the BOD at the June 11, 2018 BOD Meeting, a new 2-step process was discussed including a Straw Poll and then a GOA vote. After the June meeting, a June 15th, 2018 e-mail was circulated by John, President, asking for a GOA regarding MBO. Reference June 11, 2018 BOD meeting minutes.**</p>	<ul style="list-style-type: none"> ➤ Action: John to follow-up with Aida about MBO and NFG regarding policy complying with GDPR regulations
<p>Next BOD Meeting on ZOOM!</p>	<ul style="list-style-type: none"> • Monday, June 11, 2018, 8 a.m. EDT 	<ul style="list-style-type: none"> ➤ Please calendar!

Please contact Desiree Eastham, ASHY BOD Secretary, for any changes, desiree@ansuarayoga.com