

Minutes SOA Board meeting

3 June 2018; 2pm -3:30pm PST via SKYPE

Present: Connie (chair), Rob K., Nancy, Michael, David. Excused: Shin. Absent: Brad, HF Ito.

Agenda:

I. SOA Website

Rob Kedoin, Webmaster presented his three reports: Communications Plan, State of the Website, and Web site summary. The Communications plan includes a list of emails and who is the recipient, and an appendix of roles. The Web Site Summary tells us that the ‘hits’ or use is up 19%. There is a 12% increase on mobile device users (from 20 to 32%), although the desktop remains the most frequent way at 59%. The page most used in 2017 at this time last year was the “where is keiko’ page. The page most in use this year was the news story on Teaching Children Shintaido with 112 hits (4x more than last year). The fresh style of blog Body Dialogue is 2 -3 times more used than last year. For Facebook, we have 144 users; 33 from Northern America and the rest from Europe and Japan. Connie requests over the next several months that Rob and Connie look at the EU requirements so that SOA remains in compliance with EU regulations (opt out option, telling users what data is kept and how it is used). In the Web Site Summary report, Rob reports that there is still more content to be moved over from the old website. The main limitation has been how to solve problems on WordPress and not risk ‘breaking’ the current website. Rob plans to create a ‘development server’ to have a practice site to use safely to practice corrections. Rob would like users to tell him what is missing or needed for the site. Examples of next features are: Member resources (including forms for Assistant etc. and liability waivers), the new scholarship form, adding MailChimp integration so people can sign up to receive emails from the website, creating a recent version of the Instructors page and improving the Events page. **Action item:** Rob to make realistic timeline on new features for what can be done in the next 3 – 6 months. Congratulations were shared with Rob for his advancement with becoming a Pilates Instructor. Rob was grateful and wonders about resources on “How to recharge after teaching”.

II. MailChimp Mailing List

Brad was not on the call. Connie circulated his written report with highlights of 166 contacts and a 37% - 42% “open” rate. Discussion was deferred until next meeting when Brad can be present at the meeting.

III. NTC

Connie reports Shin was excused from the meeting for personal reasons. He has submitted the reasons for the increase from \$500 to \$2000 for NTC for support for the ESC semi-international in Italy. Any proposals on increasing the amount was deferred until further budget discussion. Additionally, the board wanted an update on number of people involved. Connie and David abstained from decisions as they are both members of NTC.

IV. Partial Scholarship for January 2019

Connie presented the written proposal on partial scholarship for January 2019. Criteria includes: a paid SOA member as of 31 October 2018 AND a written request with how attending the gasshuku in January 2019 would benefit SOA members and how information would be 'spread' to other members. Discussion followed with appreciation of having scholarships available to the general members as well as how to stimulate/support more people to teach. The final proposal was to include: IF a general member how they would share information for January 2019 could be options of a written report/blog or a video; IF an Instructor or teacher of a group then how they would teach the material (number of keiko to be offered) AND the offer of a free mentor for 1 years to support these teaching endeavors. Proposal passed for SOA to offer \$1000 total/\$200pp for a maximum of 5 people by all 4 members present and Connie to share with Brad and Ito for approval. **ACTION Item:** Nancy to include this item in the membership letter and Connie to work with Rob on Website announcements and scholarship application form.

V. SOA Budget for 2018, 2019 and 2020

Connie presented the proposal calendar year budgets for 2018, 2019 and 2020. With \$500 for NTC (not \$1000), then the projected loss is \$300 for 2018, \$1000 for 2019 and if membership increases to 30 members by 2020, then a profit of \$300. Budget as amended approved. **ACTION ITEM:** Connie to make changes and submit to board and for posting on SOA website with board minutes.

VI. FY 18 Membership Letter

Nancy sent first draft of letter via email. Nancy wants to keep the letter short and to emphasize the \$60/month membership fee is equal to \$5/month (i.e. equal to a cup of coffee in the US). David suggested to collect fee monthly and have the membership automatically renew (unless cancelled by the person). Connie and Brad to look at ways to implement this via PayPal. Group discussed letter and likes it tone. Recommend moving the new SOA website to #1 to emphasis the latest look and format with the blog newsletter; to remove reference to Body Dialogue electronic version; and to add the eligibility for 2019 scholarship. Short testimonials to personalize the message will be added after the signatures. **Action Item:** Nancy to have definitive version by 30 June and Brad to send to membership 1 July.

VII. Trademark

Connie requested to defer until ISP has further plans on the trademark topic. David emphasized the open access principle for body movement.

VIII. Quebec Proposal

Connie distributed the proposal for Gaspé from Carole in Canada. ISP discussed this at their 27 May meeting. The conclusion was that the location was too far in location for travel and to be too expensive for ISP members. The location of Gaspé seems beautiful and while the dates of 30 June to 3 July 2020 and the cost of about 475 Canadian dollars are acceptable, the goal is to have an international with maximum possible attendance. Lee O. of ISP is to speak in person with Carole on 5 June. Connie distributed the letter from Lee O. to Carole. The SOA board shared concerns

about the distance to travel and hopes for a location near Montreal. Connie shared that if Canada decides not to organize 2020, then other sites need to be considered such as America or Europe.

IX. SOA books

Connie presented the topic of SOA having 500 Shintaido books. Nancy agrees to have a box of books to distribute in the Northeast. Board agrees to have SOA books distributed to new members and attendees at gasshuku (who do not have a book) at no charge. David reports preliminary steps are underway in Czech Republic on the eBook project. **Action Item:** Connie to ask Shin to ship Nancy one box of books. Connie to talk with Pac Shin on distributing Shintaido books at January 2019 gasshuku.

X. Updates

David reports the Voice and Shintaido workshop went well and there will be a video. Footage looks good and now to be edited.

Nancy reports she will be offering a “taster” class on 21 June followed by a class at the Yoga and Wellness studio starting in the fall. She will not be teaching Shintaido at her college this fall while the school makes a transition to being co-ed but does plan to resume in 2020. Nancy reports Bela and Stephen are teaching a Seniors class. Nancy will plan for photos/news article on her class and will encourage Bela and Stephen to also do an article for the SOA website.

Michael wants the NTC to review the online curriculum for clarity and accuracy. Connie reports she is planning to attend the Quebec workshop in September.

Next Meeting: rescheduled to 16 September at 2pm PST via SKYPE.

Respectfully submitted by
Connie Borden