

Minutes SOA Board meeting 16 September 2018; 2pm PST via SKYPE

Present: Connie, Rob K, Brad, Shin, Michael T., David

Excused: Nancy B

Absent: HF Ito

I. Website updates - Rob K.

A. Updates on usage from June to August 2018 – see written report

Rob summarized the unique page usage was up 36%, increase is in articles and 78-page views of bookstore. Desktop usage increased over mobile phone use – perhaps with paying memberships and adding comments to articles. 28 comments on the website articles. Facebook has 150 users with an increase of 6 people. Posts with 6 new articles and the article by Joe Z was the largest with 408 'reaches'. Rob K. recommends each board members, officer and NTC members share more the articles to create a larger reach. Overall the board shared their appreciate for the website efforts and to see more traffic to the SOA website.

B. Timeline and Plan for addressing new features to website

Rob reports he has completed his Pilates instructorship and now with a regular teaching schedule has determined he will dedicate each Wednesday morning to the SOA website. His timeline is:

1. Creating a development server – 9/19
2. Member resources (assistant etc. forms) – 9/26
3. MailChimp integration to sign up for email – 10/3
4. Creating an updated version of Instructors' page – in November when Shin and Connie return from Italy
5. Improving the events page – 10/24

Brad reports 163 members on MailChimp and has added new members that Connie sent to him. His turnaround time is about 2 -3 days from receiving request. Connie mentioned that Mark Bannon (new Shintaido Kenjutsu Shodan) is eager to help support SOA. Brad will look at ways to include Brad. Additional discussion followed on including videos on website. David expressed that videos have the potential for becoming the 'final' version of artistic creation that is under development. Shin will look at videos such as Shoden no kata and one from David on cutting as videos to post. In general, the board is looking for textbook/curriculum related videos. David, Shin, Rob and Brad to have further discussions offline.

II. NTC - Shin

Updates from PacShin and NTC (examinations). Minagawa sensei will be guest instructor for both events. 12& 13 January 2019 - Advanced Workshop. Shin reports there will be 3 keiko focused on Shintaido Kenjutsu and is best suited for those who plan to teach Shintaido Kenjutsu. A person must be a SOA member and be Graduate/Shodan or above to attend.

19, 20 & 21 January 2019 - West Coast/East Coast Kangeiko by PacShin. There will be 4 keiko. Shin will teach the first keiko and Minagawa will teach 3 keiko. There will be exams on Sunday am by SOA NTC up to the level of Nidan in all disciplines.

The budget is being developed and the cost to attend will be announced shortly. Derk is manager and Shin is Director of Instruction. Kangeiko will be focused on community and building connection with curriculum that is open hand and Shintaido Bokutoh.

III. Partial Scholarship for January 2019 - Connie

Connie reviewed the timeline on the partial scholarship with an announcement included in membership letter and Email to members to be send mid-September.

The deadline is 1 November; 2 December Board makes decisions

One application at this time.

IV. SOA Budget update - Connie

Connie updated that there has been \$1620 in membership dues and \$200 in donations with a current positive bottom line of \$270.

V. Membership update - Connie

A. 30 members as of this writing (2 members paid \$110 for 2017 and given credit for 2018; 1 membership given in exchange for CPA duties)

We had 17 members in 2017 and Connie predicts that SOA might double its membership this year to hit 34 members. Membership reminders were sent individually by Connie at end of July and Connie will send individual reminders again this month.

Connie and Brad to discuss offline if a MailChimp reminder should be sent and how to remove those who have paid.

B. **Proposal:** Only Instructors with paid SOA membership are included on SOA website listing
Connie proposes that the revised Instructors page to be developed by Rob K that only those with paid SOA membership will be listed on the SOA website. Brad seconded proposal. Discussion followed that supported this requirement. Passed unanimously. Connie to inform Rob K as he develops this page/these pages.

C. **Proposal:** Membership is year to year; no requirement to pay "back dues"

Connie proposed to change wording on SOA website to state: "SOA membership is year to year".

The current wording on SOA website: "An Instructor who wishes to rejoin SoA after having allowed his/her membership to lapse entirely must pay back membership fees in order to regain Instructor status."
The proposed wording is to match current actual practice of 2017 & 2018 -" SOA membership is year to year"

Rationale: 1) collecting past dues was not done in 2017 and not being done in 2018 2) there is no record for reference of payment of membership dues for 2016 3) SOA is a small group and needs all members 4) SOA is an open organization and welcomes returning members without penalty.

Brad seconds the proposal. Discussion followed that this is more practical, removes barriers and should help increase membership. Passed unanimously. Connie to notify Rob K. to update website.

VI. Organizational awards - Connie tabled proposal until 2 December to have full board present.

Next meeting Sunday, 2 December 2019. 2pm PST via SKYPE.

Minutes respectfully submitted by,

Connie Borden