

Minutes SOA Board meeting Sunday 21 June 2020

Time: 11am West Coast//2pm East Coast//8pm Europe – SKYPE

Present: Connie, Michael T, HF ITO, Shin, David, Nancy, Brad, Herve

- I. **SOA website and SOA YouTube Report** – Rob Kedoin, Webmaster
Connie read and reviewed his written report with the board. The board thanked Bruno Bernier for translating the entire website into French. There is a new events section to allow for translation. There is a 31% increase in hits to the website this quarter of March to June 2020. Mobile devices have grown again in use and more people visit our site. Our Facebook users have increased from 184 to 189 Facebook users. The three recent Body Dialogue articles have a reach to others of 61 to 76. The Eiko Dai demonstrations by Quebec Shintaido members has the record of 111 post clicks. Instagram added 20 followers to grow from 36 to 56. Shintaido Q&A from March had a reach of 191. The SOA Board appreciated the detailed report from Rob and continue to express appreciation for his work to have social media connect Shintaido to so many people.

II. Financial report

- A. Balance sheet for 2019 - Brad Larson
Connie reviewed the financial report from our Treasurer. SOA closed 2019 with \$15,368.12. The old PayPal account in Byron's name was closed and transferred \$1422.84 to our BoA account. PayPal fees for 2019 were \$120.41. David moved and Herve seconded a motion to accept the treasurer's report for 2019 as written. Unanimous approval.
- B. Current budget for 2020 – Connie
Connie reviewed the budget document. She reported adjusting PayPal fees to \$120.41 as well as making an adjustment to this tracking document of \$609 as additional income given the old PayPal transfer. In addition, Connie reporting discussing with Shin and there are not expenses to date on shipping as there have been no website store purchases. Given the COVID-19 pandemic, there are no planned events at this time and the line items for general scholarship, chronic disease, and video recording for 2020 are moved to 2021 expenses. The major expense this year has been the branding expense of \$2000. The major item to be discussed as outlined below is the SOA membership. There are 22 paid members for \$1320 which is \$1,380 less than budgeted for 2020.

III. Updates

- A. SOA membership Drive - Connie
Currently 22 people have paid SOA membership dues for 2020. (5 people have standing SOA membership: Stephen B, Bela, Chris. MT, Ito)
ACTION ITEM FOR VOTE: Do we agree to continue with collecting membership dues for 2020 OR do we postpone membership collection until September 2020 OR do we not collect further dues for 2020 (i.e. do a new membership drive in 2021) (all given the impact of COVID-19 on employment).
Suggested email for second follow-up attached.
Discussion followed. Main consensus is that it is important to feel connected to SOA and given COVID-19 it might be handled with having a range of membership/donations available. A sliding scale membership was also suggested. Connie and Brad to work on the PayPal "button" to reflect this preference. Also, the donation 'button' could be used. SOA board agrees to continue with the SOA membership drive and for Connie to send out individual emails as reminders.
- B. SOA Videos
Connie reported the project includes Jim, Sarah B., and Rob K.
Ito Lecture - now posted to YouTube and in News section of SOA YouTube
Quebec September 2019 with 3 impromptu talks by Ito, including captions - now posted to SOA Website and SOA YouTube
Kangeiko 2020 - Jim and Sarah are completing the first clips – timeline to be determined.
- C. Branding

Connie reported the 4 members plus Robert Friedman are: Herve, David, Lee S., and Connie. Meetings have been held 10,17, 24 April and 1, 8, & 29 May and 5 June with our last meeting 26 June; a report should be ready shortly after that meeting. To be followed by a joint NTC and SOA board meeting - Shin would be available 12 July. All board members currently agree they can participate on 12 July.

D. Zoom

Connie reported that Rob G., Sandra, and Connie offering class with attendance by Lori B in LA, Lee O in Maryland, Mark and Dan in Vermont, Susan in UK. This class is free. Rob K. postponed ZOOM classes on SOA website. The ZOOM Pro Account has been offered to others for use. David report that the UK offered a 3-week Daienshu with ZOOM and their approach would be useful to use if there are events for SOA to use this format. Ito reports he has been teaching with ZOOM and getting very proficient.

E. Tenshingoso Video: Purchased for members for 2020, written email with instructions written by David; pending MailChimp distribution to SOA members. Herve reports he will get the email distributed.

IV. NEW TOPIC - Is there an identified need for creative use of \$1000?

Connie reported she updated our anonymous benefactor for the Joe Z. memorial fund with the information that BIWAKO 2020 has been postponed until 2021. Our benefactor said, "if SOA can find another creative use for this money given COVID-19, please proceed".

Situation: SOA has received \$1000 in August 2019. The next \$1000 deposit should be in August 2020. Therefore, Connie would recommend our consideration be focused on \$1000.

How can this fund be used to benefit members? What creative ideas might people have?

MT proposed: use the \$1000 to give scholarship to new students in Shintaido to attend SOA events. Herve states there may be an event in Quebec City 9 – 14 September 2020. He will let us know mid-summer if this will be possible given current travel restrictions.

David reports an event outside of Prague 9 – 11 October 2020 in Czech Republic at a sports hotel. Shin, Nancy, and Connie report no other plans given COVID-19 impact on travel and use of sites.

David discussed his development of instructional videos with possible proposals for both cost of these videos or partial support to get a new MAC computer. He will research his proposals and get back to the SOA board with more specifics to consider for funding.

SOA board at this time has decided to place this \$1000 distribution on hold until more specifics are known about Shintaido events (post COVID-19) and/or receiving David's proposal to review.

Adjourned: 11:40am

Future meetings: 20 September and 13 December.

Minutes respectfully submitted by,

Connie Borden

21 June 2020