

**Minutes SOA Board meeting 14 March 2021 from 11am West Coast time to 12noon  
via ZOOM**

Present; Connie, Shin, David, Nancy, Brad, HF Ito, MT, and Rob K. (webmaster)

Absent: Herve

Overview of Agenda

- I. Website update
- II. Treasurer's report
- III. Membership Letter
- IV. SOA bookstore
- V. Podcast/audiobook

**I. Website update - Rob K.**

Written report submitted. Highlights: Tereza working very well, and impact noted. The website has had some attacks including 30 recent spam attacks from Russia. Wordfence plugin installed for added security. This is adequate at the moment although Rob has considered having a new hosting company. Current company based in Idaho. There has been a 34% increase in hits to SOA Website this quarter. Our SOA Facebook page has been 'liked' by 213, an increase from 197. Aoki Sensei's birthday had a reach of 473, a new record. Instagram followers increased from 60 to 74. YouTube subscribers increased from 36 to 55 subscribers. Tereza S. hired and her three-month evaluation due 1 May. Documents now on Google drive for centralized access; SOA membership tracking; SOA strategic plan: SOA branding report; SOA ranking list and the photo gallery. The SOA Board thanked Rob for his work and congratulated all those involved in social media efforts.

**II. Treasurer's report on year end 2020 – Brad**

Brad summarized highlights from his written report on year-end 2020. SOA money is in a bank account with BoA and PayPal. Connie writes checks; Brad does deposits and transfers of money from PayPal to the bank account. At the end of 2020, SOA has 12,985.28 in the bank account and \$333.38 in PayPal for a total of \$13,317.60. SOA had more expenses (planned) in 2020 than income for a loss of \$2050.

**Action item:** Moved by Nancy with second by David to accept Treasurer's report as submitted. Unanimous

Brad presented that with some expenses such as the liability insurance and payments for the social media independent contractor that a SOA credit card would be useful.

**Action item:** Moved by Nancy with second by David to authorize the SOA treasurer and SOA President to apply for a BoA credit card. Unanimous.

**III. Membership letter and Membership drive - Nancy B.**

Nancy presented the SOA membership letter. Connie reviewed that Jim Sterling has added links to the letter so individuals can go the YouTube channel or SOA website on certain items. **Action item:** Brad motioned with second by Shin to approve the SOA membership letter with release 2 April. Unanimous. Connie to provide letter to Tereza S. and Jim for distribution via SOA website and Mailchimp.

**IV. Ideas for SOA bookstore - Shin, David & Rob K.**

Connie presented that during the logo subcommittee several ideas came up on the bookstore and this is a beginning discussion. Ideas included: Look at removing items ‘out of stock’ from being listed on bookstore; Look at alternative “outsourcing ways’ to do publications and distributions; Look at ways to have clothing items such as T-shirts, hoodies and Furoski, perhaps with SOA logo; and from the Podcast project; a PDF of the Shintaido book has been done (thank you Sarah and Jim).

Rob K. reports that it is possible to sell a pdf on the bookstore through WooCommerce. This feature allows the seller to give a unique link, to limit the number of downloads, to give an expiration date – all to provide against digital piracy. Rob K. indicates this would be redoing the bookstore with a more modern look such as pictures of the books. Rob K. reports this change is manageable and the work is technically feasible. Discussion followed on pdfs. The board discussed pricing for a pdf with the reminder that the price sent for this pdf will guide future decisions on pdfs versus hardcopies.

**Action item:** Motion by Brad with second by David for a price of \$14.95 on the pdf; also, possible to have a person who buys the hardcopy book to also get the pdf. Unanimous. Rob K. and Shin to work on changes to the bookstore and further research pricing. Connie to have Sarah get pdf to Rob K. Placement on a Kindle platform is a latter decision.

**V. Update from SOA logo subcommittee - Connie, David, Shin,**

Connie reviewed the logo subcommittee work with contest announcement via Mailchimp about 19 March. There are two expert judges: Mario and David Sirgany. At present there are two submissions; if there are multiple submissions then the membership votes for the top 3; our expert panel in Mid-May will look at the top designs to help the SOA board on the decision to change/have additional logos or not to change. This would happen at the June SOA board meeting.

**Action Item:** Connie to schedule a Logo subcommittee meeting to review submissions, plan voting and other next steps. Target meeting early April.

**VI. Update on Podcast - David**

David presented that he, Brad and Rob K. have talked about audiobook and podcast. The podcast is usually an interview format and would give local instructors a way to engage with their students. Current planning is first for a sale of the audiobook and later a podcast. There is a cost to using a podcast site. No funding is requested at this time.

**VII. Next steps**

A. Next meeting 13 June

B. Topics: Planning nominations and elections of SOA board members in August 2021 for a two-year term. Preliminary discussion of elected board members: Nancy, Brad, David, and Connie – all are willing to continue.

- C. Finalize Logo decision in June.
- D. Update on ZOOM offering on SOA branding – Nancy B.
- E. Evaluation of Tereza S. due 1 May; to be done via email.
- F. Updates: David plans in the Czech Republic to offer 15 minutes of keiko per day for 21 days via ZOOM. This has the potential to attract new students and establish the practice of hirtori keiko early. Action Item: Connie to provide David with the access to the SOA Pro ZOOM account.
- G. Nancy B. reports living in England in the summer of 2021 with the potential for moving permanently to this retreat center in October 2021. This retreat center is about 3 hours from Bristol.

Minutes respectfully submitted by

Connie Borden

14 March 2021