

Minutes SOA Board meeting 12 December 11am West Coast via ZOOM

Present: Connie, Ito, MT, Shin, David, Brad, Nancy, and guest Rob Gaston

Absent: Herve, Rob K.

Agenda Overview

Website Report
National Boh Workshop
2022 Budget
Establishing Fidelity account
Wikipedia
SOA 2021 Business Report & International Funds report
Podcast
2022 Membership letter
PacShin Kangeiko January 2022
Next meeting dates

AGENDA:

1. Website Report – Rob K.

Written report submitted by Rob Kedoin. Written report presented and approved by the Board. The board expressed continued appreciation for the summaries. Summaries shared with Body Dialogue editor, YouTube manager and Social Media Coordinator (i.e., Jim, Sarah and Tereza). Migration of website to new server and updating bookstore to WooCommerce are ongoing activities. Update at March meeting.

2. National Boh Workshop – Rob G.

Rob Gaston presented his proposal as Director of Instruction for a National Boh Workshop to be held July 29 – 31, 2022. Charles Burns of the UK to be Guest Instructor. Currently 5 keiko over the three days are planned (i.e., Advanced class and 4 keiko). 14 people have expressed interest in attending. Rob requested \$500 to support travel for Charles. Nancy Billias proposed to raise the amount to \$1000 given increased cost of travel. Brad requests for written reports and hopefully videos on the event. Videos could be made of the last 10 minutes of each keiko where the material learned is presented. Rob G. clarified that any profits from workshop would be for SOA. Proposal: *SOA to provide from the Joe Z. Memorial account \$1000 to support Charles Burns travel to SF for National Boh Workshop.* Made by Connie, seconded by David. 6 yes votes and MT abstaining. Motion approved.

Action item: Rob G. to develop further plans for event and report in March.

3. 2022 Budget – Connie

Connie reviewed 2022 budget and assumptions: 45 members, and expenses for new accounting software (\$132), new iCloud server for storage of video (\$100), \$1000 in scholarships from Joe Z. fund, increased hours for Tereza S. (\$1296). Nancy Billias proposed adding \$500 from the Joe Z. fund to support inviting Lee O. to SNE Kangeiko to be held Feb/March 2022. Nancy reports that she and Eva Thaddeus will be managers to organized SNE Kangeiko. MT reports Virginia W. is also back.

Proposal: *Accept SOA 2022 budget with additional items of \$500 for SNE Kangeiko and additional \$500 for Boh Workshop.* Made by David Franklin and seconded by Nancy Billias. Unanimous approval.

Action Item: Connie to update budget and assist to implement purchases in January 2022.

4. Establishing Fidelity account – Connie

Connie reported that on 2 Dec she was approached to see if SOA could accept a donation of stock. Talking with Chris and Brad, the answer is yes. What is needed is brokerage house. Given the donor is donating from a Fidelity account, the decision was made to do the paperwork for a Fidelity account. Given it is year-end, the donor hopes this could be approved to be effective and done by 17 December.

Resolution: *Be it resolved that Constance Borden as SOA President be authorized and empowered to establish, maintain, and act on the Fidelity account.* David Franklin made the motion and Nancy Billias seconded the motion. Unanimous.

Action item: Connie and Chris to complete Fidelity account to accept stock. Connie to send non-profit tax-exempt letter of thanks to donor. SOA board directors to determine plan for stock; sell, keep, or sell some and keep some.

5. Wikipedia – David

David reviewed his idea on Wikipedia. His original proposal was to further edit the English page; however, it seems Charles Burns has done more recent editing. David identifies a need for Wikipedia in other languages and pages of Bio's. Nancy reports that in academia Wikipedia reference page is the only source used. Also identified was the need to have people agree to Bio pages. David agrees the need for multiple languages would be an international activity. David proposes to table this request at this time.

6. SOA 2021 Business Report & International Funds report – Connie

Connie reviewed the written 2021 SOA business report and the international funds report. Connie clarified that the international funds from the dissolved international organization are held in the SOA account, however, they are financially accounted for as separate money to focus on international activities.

Motion by David and seconded by Nancy *to approve the Business report and international fund report.* Approved unanimously.

Action item: Connie to submit with minutes to Rob K. for posting to SOA website. International fund report to be used as Brad drafts the year-end financial report.

7. Podcast – David

David presented the work on the podcast/audiobook is closing to launching, the target date is 5 January. There will be a launch party on 4 January and David hopes that both HF Ito and MT will speak as the first sections are articles by these two master instructors. David has established an Amazon account that does several things: gives tools to check the quality of the recordings, and gives a way to sell the Shintaido book and the audiobook. Shin confirms he has 10 boxes of the Shintaido book which each has 50 books. Nancy reports that with Amazon they do the sale, and the person has to do the shipping within the timeframe from Amazon and close the loop back to

Amazon. To do in the future: identify a person who can research sales via Amazon and present the work plan. To do is convert to WooCommerce for sales via SOA website.

For the Podcast, Tereza is doing the distribution to the podcast distributors and the promotional materials. Connie reports cross-promotion with the UK, ESC, David Palmer and David Sirgany. *Connie proposes \$300 from the Joe Z. fund to support David Franklin in 2022 for the concluding 10 months of work on the podcast. David abstains given conflict of interest.* Motion by Brad and seconded by Nancy. Unanimous approval.

Action item: Podcast launch party 4 January.

8. 2022 Membership letter

Connie thanks Nancy for agreeing to do 2022 Membership letter.

Action item: Membership letter to be finalized at March board meeting.

9. PacShin Kangeiko January 2022 – Shin

Shin reports the PacShin Kangeiko is 15 & 16 January 2022. Ula Chambers, UK and Shin Aoki will be instructing. The three keiko will be via ZOOM. The theme is Cultivating Compassion.

10. Next meeting dates

13 March 11am West Coast time

Agenda: Website report on migration; Treasurers report on 2021-year end financial report; Membership letter; update on July Boh Workshop; determination of plan for donated stock, updates on Podcast/audiobook.

Additional dates for 2022 are 12 June, 18 September, and 11 December.

Meeting ended 12:15pm.

Minutes respectfully submitted by,

Connie Borden

12 December 2021

From David after the meeting.

Merchant Fulfilled Network (MFN) – You store inventory, pack, and ship books independently.

This is what Nancy described. As we discussed, problematic, because Shin (where the books are) is busy starting a new business and etc. Therefore I suggest we do this one:

Fulfillment by Amazon (FBA) – You ship books to an Amazon Fulfillment Center, and they do the rest for you. FBA includes storage, packing, shipping, customer service, and returns. Using FBA to ship your products is also the easiest way to get the Prime badge for most offers. Many Amazon customers look for products with the Prime badge because it represents fast, free shipping.

This will make it a lot easier for the books to get out into the world, which is where they need to be, in front of the eyeballs of people who want them.

I propose we keep a small number for direct sales (if Shin is still willing to handle the occasional order through direct sales) and send the bulk of them to Amazon.

To honestly evaluate our performance in the long term about the book, I would say:

- translation, writing, editing: great

- design, layout, printing: great

- distribution strategy: not very good. Mostly failed.