

Minutes SOA Board meeting – 13 March 2022 11am West Coast to 12noon West Coast time via ZOOM

Present: Connie, Shin, Michael T., HF Ito, David, Brad, Herve, Nancy Guest: Rob G.

Agenda Overview:

July National Boh Workshop

Website Report

Book Sales

Treasurer's report

Membership Letter

Podcast updates

Brainstorming on future growth and needs

I. July National Boh Workshop – Rob G.

Rob reports that he and Charles Burns have spoken several times. The dates are 29 -31 July. The tentative theme is "Connection in Big Nature". There will be one advanced keiko and 4 standard keiko. There will be a potluck at Connie's on the 30th of July with a facilitated panel discussion lead by Connie. Rob reports given increased gas prices; the plane ticket is almost \$1000. A save the date announcement is being written to go out this month via MailChimp. Connie confirms the approved budget included \$1000 for support for the invited instructor and \$1000 for scholarships (either 4 for \$250 or 2 for \$500). Shin confirms that NTC has \$500 to allocate for NTC member support. Rob to return 12 June with next report.

II. Website Report

Connie shared highlights from the report done by Rob Kedoin, Webmaster. She and David report that once a month the Podcast committee looks at the statistics and plans the implementation of the podcast announcements. Facebook users who "Liked" our page grew to 242 in March from 228 In December. The post on "Shintaido of America releases our first podcast" now holds the record for the most reactions, comments, shares, and reach. Instagram followers grew to 116 from 106. YouTube subscribers grew to 121, adding 35 over these past 3 months.

Board discussed followed with support for the growth. Brad raised the issue of the website being marked as "not secure". Connie reviewed information from Rob K. that for purchases via PayPal, the purchases are secure. Rob K. had begun to migrate the website to a new server in June 2021 to address more support for our website.

III. Book Sales

Connie gave an overview of working with Amazon with successful new ISBN number in place and successful replacement of our book for sale; however next issue is getting the current books being held in storage to be connected to account. In January a total of 6 Shintaido books were sold (5 on SOA website and 1 on Amazon). Connie stated overall goal of having books sold on Amazon; having smaller materials as pdfs that would leave the DVD's as sold through the website and require shipping. Board agree.

Action item: Connie requested to purchase 25 pdf's of the booklet Tenshingoso and Eiko for \$25 given it is not currently possible to buy pdf's on the SOA website. Nancy supported the proposal and vote was unanimous in approval.

IV. Treasurer's report - Brad

Brad gave the treasurer's report (see attached).

SOA brought in \$24,485 in 2021 and spent \$4,047. The Joe Zawielski fund gave \$1000, and a SOA member donated \$12,000. SOA received \$5,615 when the international organization dissolved, and these funds are held by SOA for international expenses.

Income was \$3420, Exams for both SOA and international were included in the category of donations along with \$660 of donations by members. Book store sales were \$340.

Expenses at \$4047 were for national liability insurance, ZOOM and google docs, investment account, reimbursement for shipping and MT IS dues.

The resulting balance is \$34,086.98 with \$5701 held for international expenses giving an SOA balance of \$28,385.98.

Brad recommends that the SOA bookstore label exam fees including to the categories of membership dues and donations. Board agree. Brad reports starting with Zero accounting software for \$140. Brad reports now having a PayPal debit card that will be used for the Zero accounting software. Connie requests it also be used to pay the social media contractor in the future.

Shin asks about donation and designated funds. Brad and Connie responded that a person or group could make donations with a designated use. For example, the Joe Zawielski fund donors made the request for funds to be designated to use for instructors to travel internationally. Connie has spoken with the donors each year and given COVID and restricted travel, the donors have said unstructured use. For the \$12,000 donation, the SOA member was asked and responded the donation was unrestricted.

Brad suggested SOA develop a presentation to supports about making donations through wills and trusts.

Action item: Nancy moved, and David seconded to approve the treasurer's report as written. Unanimously approved

V. Membership Letter - Nancy

Nancy presented the letter as sent to the board for approval. Unanimously approved.

Action item: Connie to give letter to Tereza and Jim for inclusion in the 20 March Mailchimp announcement.

VI. Podcast updates - David

David gave the updates on the podcast/audiobook. Apple and Spotify were the main podcast platforms. Statistics collected tell that 48 people were at the Podcast release party; 101 downloads in January and 107 YouTube viewings. In February there were 53 downloads and 41 views on YouTube. Podcast recordings are released on the 5th and 20th of each month. The main countries are the US, UK, Canada, France, Germany, Australia, and Japan.

David opened the discussion on expanding interest on the podcast beyond the Shintaido community. Brad and Herve suggested 5-minute interviews as tag lines at the end of certain chapters. They could then encourage friends to listen to the interviews when there is specific interest on Japanese arts, martial arts etc. Nancy states she starts teaching the end of April and will have her 8 students listen to the podcasts. The board members appreciated the graphic slides done by Tereza to share on their Facebook sites. David requested board members email him with ways to cross promote and network.

VII. Brainstorming on future growth and needs – Connie

Connie started the discussion on how SOA might choose to allocate money over the coming years to reflect the SOA strategy to support keiko and instructors. She started with an outline of \$28,385 as a balance with consideration to keep \$10,000 for operational funds; \$10,000 in investments and \$8,386 for special projects. Examples of special projects could be having one-year 'endowed chair's of teacher positions related to media development or travel to teach in various areas of the US and Canada. Another idea to sponsor payments for CPR/First Aid certificates.

Discussion followed. Brad and Nancy spoke to Website support and if a paid position is needed. Other ideas were grants to start classes with loans to have start up costs. Another was including donations in wills/trusts. Have a grant writer or fundraiser. Grants to develop classes within healthcare or specific groups such as cancer. Should SOA buy to place ads? Herve suggested to look at purchasing items such as furoki's and Boh Covers. David suggested a video maker with established Tik-tok followers to make a video. Shin spoke further about the website and the need for a fresh look that has both an "artistic" look and current content.

Tentative workgroups to explore ideas are Website – Shin, Nancy, and Connie

Grant writer: David and Brad

Herve: merchandise items

** See attached outline done by Connie after the meeting to put types of suggestions into short range; mid-range and long-range categories**

Next dates:

24 April SOA NTC

12 June SOA board

Agenda items: Mailing lists; current situation, pros/cons, what is needed moving forward; Treasurer report on implementing the Zero accounting software; Continued brainstorming on future directions (ideally with estimates of costs to help guide decisions), investment account with Fidelity and Boh Workshop in July.

25 September

11 December

Minutes respectfully submitted by:

Connie Borden

13 March 2022