

12 June SOA Board meeting minutes
Present: Connie, Shin, David, MT, Ito, Brad
Absent: Herve, Nancy (in England)
Guest: Rob G.

Meeting 11am West Coast time to 12:15pm West Coast time via ZOOM

Agenda

I. Boh Workshop update - Rob G.

29 July advanced collegial keiko; 4 keiko 30 July and 31 July. Charles Burns as Guest Instructor. Rob G. for opening keiko and Shin Aoki for closing keiko. Theme: Connections in Nature. Cost \$150. Scholarships available. Estimate 7 attendees plus 3 teachers. Expected income is \$750 and keiko instruction is \$600. \$1000 was approved by the Board in the 2022 budget to spend on airfare for Charles Burns. David asked about recordings of instruction. Plans are for video recordings of the last 10 minutes of each keiko to demonstrate what was taught for that session.

II. Request for SOA Board to approve expenditure by SOA TC. Shin

In the SOA Budget for 2022, \$500 was allocated to the SOA TC. Shin is requested to expend \$500 on a travel grant. **Action item:** Moved and seconded to approve request. Unanimous.

III. SOA Website update - Rob K.

Written report submitted. Main new activity is report website was targeted for some attacks in April and May. There were 1,566 unique times the homepage was visited, and mailing list was visited 231 times. Rob reports normal activity would be 50 users in a single day as the maximum. No report from Rob if damage resulted – Connie and Shin to follow up.

IV. Tereza S. Annual Evaluation

Connie reviewed the written report by Jim. Tereza continues to perform above expectations and is cooperative. Jim quoted the report done by Rob K. in March when Tereza's work in Dec/Jan on the Podcast that resulted in more posts to Facebook, most comments, most shares, most reactions, and furthest reach. Evaluation accepted as presented.

V. Treasurer's update on accounting platform - Brad

Brad reports that he and Connie worked on Xero online cloud accounting package to reconcile the checks written since 1 January 2022 and PayPal activity in the same period. Brad is pleased that the software allows synching with our bank account and PayPal. Connie and Brad meet again this month with the goal to generate reports.

VI. Membership update - Connie

As of 10 June- 50 paid members for \$3000; 6 pending members eligible to renew; 5 permanent members. Stephen Billias will remind SNE members on 18 June of SOA membership renewal.

VII. Podcast update - David

May with 89% increase in viewers. New audiogram on Facebook resulted in 24% of people viewing via Facebook platform. 26 new listeners in New Zealand possibly from Amanda Palmer connection. Part I of the book to be completed by end of July 2022. Consideration is being discussed about doing interviews such as Derk, Henry Kaiser (Kondo CD), Brad, Mario, Charles Burns. Additional idea is Margaret Guay. Brad agrees to doing an interview and suggests having a graphic design associated with the interviews. **Action Item:** Follow up with Tereza and podcast committee on 20 June meeting.

VIII. Volunteer needed to manage AMAZON - Connie

Sarah is preferring to focus her volunteer efforts on YouTube and requests someone to assist Connie with this activity. The Shintaido book now has an ISBN number, has a site on Amazon and has a box of books to use for fulfillment.

Needs: Follow Amazon emails on needs to restock inventory, sales. Time needed: One hour a month. Connie requests interested persons email her.

IX. Further discussions on SOA Strategic plan with financial planning

Connie presented a synthesis of prior topics presented by board members from the last meeting with suggested financial costs. The outline includes short term activities; mid-range activities such as website and longer-range activities such as grant writing. The outline starts at the current funds of \$28,000 available and ends at a balance of \$6,800.

Michael suggests the SOA membership make the determination of how to spend the money. Connie requests more clarification on what is being asked of the membership. David led the group through the draft outline. Michael suggested that it be determined what is the minimum needed for the current Fidelity brokerage house and to put that funding in place by 1 December. Discussion of the value to have a brokerage house for legacy gifts was reviewed.

Action item: Connie to follow up with Fidelity on the minimum and review investment plan with Chris, CPA, and Brad Treasurer. Report to be given at SOA board meeting in September. Extensive time was spent on potential for grants with consideration given for needed financial infrastructure as well as teachers and credentials. It was presented the vision for grants could be an area for member input. Connie stressed SOA is not ready at this time to proceed with grant writing and projects this timeline to be March 2023 to December 2024. Also, determination has to be made about paying a grant writer on 'commission' where the person gets paid when a grant is accepted. Michael and Connie reviewed prior efforts by SOA at grant writing that resulted in a written grant being written with two suggestions of organizations. Connie stressed that grants are extremely difficult to get, require identifying the appropriate organization and willingness to work long term with those funders on strengthening SOA.

After a review of setting aside \$5000 for reserves and up to \$3000 in investments, the short-term pilots with \$5200 would be an initial first category to discuss with membership. **Action item:** Motion by Connie, seconded by David. Means include written information as well as a ZOOM call. Connie to explore further and will seek further board input on this facilitated discussion with membership.

X. Next dates: 25 September and 11 December

Respectfully submitted by

Connie Borden

June 12, 2022