

IYAUM Board of Directors Meeting Minutes

Date: Feb. 26, 2023 Time: 12-1:30 PM

Place: Zoom

IYAUM BOD Meeting minutes

Draft 2

Call to Order: Meeting was called to order at 12:04pm Bethany Valentini , Katharine Wood , Nancy Footner , Hallie Evans , Sean Scott Clay , Katie Nowak , Dawn Talbert

Review of Agenda: Approved

Jan. Minutes: Approved

News to Report: IYNAUS is giving each region \$950 for convention scholarships; deadline is March 31

Committee Reports:

Newsletter: (Irene)

- Purpose of newsletter is to keep communication open between IYAUM and members.
- Already going to bi-monthly newsletter due to difficulty in finding contributors.
- Would less frequency or removing current features diminish channel of communication further?
- Member profile is popular feature; interview is effective technique to get articles started.
- Most effective when teachers ask students to write.
- Nancy will write article on Prairiewoods-possible video from Mary for April newsletter asana of the month.
- Need to familiarize ourselves with WIX lists of members, etc.

Media/Communications: (Katharine)

- Rebecca Lerner workshop update: 8 people signed up so far; next email reminder going out Mar. 5.
- No one will be able to register once it closes.
- One zoom link for all 3 classes to keep things simple; no waiting room; Bethany will join as host, then add Rebecca as co-host.
- Flyer for workshop to send as email? Katie will create one.
- Hoping to get board members to write intros for newsletters (Sean-Apr and Hallie-June will write the next two).
- Can Katharine get two weeks between when details are finalized and registration opens to more easily meet deadlines?

- Katie will not be taking over full med/com role when Katharine moves off board; need to continue to discuss next steps for transition long term. Bethany and Katharine will meet to close “communication gap” in what exactly the role of Media Chair is/what responsibilities are there, etc. for smooth transition.
- Social media accounts are back working as they should be and will be in use as needed.
- Website redesign: need to be able to have event registrations open during this time if we go ahead with web redesign.

Website Presentation: (Katie)

- What are top 3 goals of website? Event registration/promote events, membership, about us/our mission, contact for events.
- Showed screenshots of all current pages. We should look at and simplify content. What are we trying to say; is our language friendly and welcoming.
- Home page: Where does eye go? Hitting twice with menus, too many words, image could be more “human”, relatable, welcoming. Simplify—it doesn’t need to tell everything, that’s why there are different pages.
- Break up content with images/larger headings. So much text requires more focus than the average person has.
- Don’t need so much repetitive content with a lot of detail; reassess most important things.
- Cohesive brand look throughout site, new color scheme would help with design.
- Research page is great resource; could use this in social media/free marketing content/newsletter information.
- Increasing optimization: events page/PayPal not user friendly. If Katie and Adam are rebuilding, make sure processes are simplified from the start.
- Build can happen in the background and transfer quickly so event registrations shouldn’t have conflict.
- Full rebuild \$5000; \$50/hr after that; can do partial redo \$2500.

Comments:

- Let’s have a warm, inviting, welcoming site. Sanskrit, sutras and very difficult yoga poses aren’t welcoming.
- Website redundant and difficult to navigate.
- Timing: rebuild may happen in Mid-July.
- Can carry over email lists, etc.
- Can we outsource the work to have all event info/registration, etc. so each event is put up on the site consistently and not up to board to figure out each time?
- Do we have enough photos for site? (Yoga Day photos? 1987 BKS visit? Ask Nancy Marcy about workshop photos.)

Next Steps:

- Katie can answer any other questions/follow up if we have them.
- Possibly look at other examples of Adam’s work.
- Board will email and discuss. Set a date or email and discuss, try to come to decision soon.

Pairiewoods: (Dawn)

- Dawn, Nancy, Hallie working with Mary on finalizing emails for workshop.
- Go live date for registration April 1; email comes out April 2 or 3.
- Dawn will ask Mary for video (ask for one of her teaching mutli-level group), images for registration/social media. Video deadline mid-March, latest Mar. 21.

In person board meeting: (Bethany)

- Zoom will always be an option.
- Possibly meet at Chris's house in LaCrescent. Can we meet, practice, share meal, have board meeting, etc?
- Bethany will be in touch with dates. Align with July Yoga Day?

Treasurer: (Dawn)

- About \$17,000 in checking account
- Prairie Woods budget: Some overhead expenses have increased (travel exp, Prairie Woods' fee) so based on 20 participants, fee would be \$30 more/person to break even. Trying to keep fees affordable we adjusted this to \$15 more/person, but need board approval for possibly helping with this difference in cost, as this would cut into IYAUM's profit.
- Katharine moves to approve budget, Bethany seconded motion, all in favor.

Finance: (Nancy)

- One scholarship of \$200 awarded for convention.
- Nancy will follow up with Susan for logistics on IYNAUS scholarship money.

Membership: (Sean)

- Write letter for April newsletter establishing Sean as new chair, welcoming everyone.
- Strategies: streamlined website is important upgrade for easy access to become a member/navigate site.
- Who are our members? Where are they? Need to have a sense of this to reach out and help build membership base.
- Need a few succinct bullet points to "sell" membership. Membership cost contributes to scholarships/getting yoga to underserved populations.
- Trifold flyer-inexpensive to print, they're effective, could make up a trifold flyer, travel around IYAUM region to yoga studios, etc. and present information to build membership.
- Will try to come to events and sell IYAUM memberships; tour area studios-through teachers learn which classes are more likely to join, etc.
- Organize teachers in region; possibly Bethany and Sean visit together?
- Survey to cover information on newsletter and how we can better serve members-Could work with Irene on this.
- List of teachers/members through IYNAUS website; Bethany has list of members/associate members.

Rebecca Lerner Workshop-Finalize details:

- Katharine-send link to registrants.
- Bethany-open zoom meeting, record, close session; send out recordings.
- Hallie-triage through IYAUM gmail.
- March 5 email to build up participant list; give teachers incentive to get students to join?; promote in studios/email to the studio list; ask Rebecca to send out information to her mailing list.
- Rebecca's fee is our only expense.
- Bethany will compile list of teachers in region, send out to board to check to see if it's complete; then we can easily send out emails from our Gmail account for events.

Protocol for board email communication:

- New email thread for new topic keeps emails from getting buried.
- Hard to get responses either at all or in timely fashion about event details/decisions/taking on specific tasks. Need further thought on this.
- Trust basis operation: Board will trust event committee chosen; committee is responsible for decisions. Committee has full accountability to execute plans for event after board approves budget. If it appears that event will run way over budget, committee will ask for board approval; and can always ask for help with problems, etc.

Event committees:

- Katharine/Irene are on all for Mar/Com; Dawn is on all for treasurer duties; Bethany included on communication if committee needs clear call to action.
- Prairiewoods: Dawn, Nancy, Hallie
- July Yoga Day: Bethany, Sean
- Jaki Nett (Fall): Bethany will ask Nancy Marcy, Sean, Dawn Back-up plan if no one wants to lead-go to Zoom only?
- Winter Yoga Day: Bethany, Hallie

Meeting adjourned 1:47pm.

Email Follow-Up After Meeting:

Feb/Mar 2023

- Voting on website rebuild: Do we go ahead with full rebuild for \$5000, or light redesign for \$2500? First thoughts seem to be in agreement of full rebuild. Bethany will send out official email to vote.
- Voting on how to use IYNAUS convention money: Should we reach out to teachers, ask them if they need financial help, or if any students are interested? All agree money should go to IYAUM members only.
- Checking the compiled list of teachers for any missing teachers.
- We have voted to go ahead with a complete website rebuild for \$5000.
- Nancy, Dawn, Katharine and Hallie are moving forward to Prairiewoods event planning; Mary's video is ready, and will go out via email with retreat details/registration, etc.

- Prairiewoods registration goes live Apr 1, 2023