



BKS Iyengar Yoga Association of Minnesota

P.O. Box 582381 • Minneapolis, MN 55458-2381

Board of Directors Meeting

October 28, 2017

Call to Order

The meeting was called to order at 3:43 p.m. by President Joy Laine.

Attendance; Determination of a Quorum

Present: Dick Jones, Joy Laine, Luanne Laurents, Nancy Marcy, Mona McNeely, Mary Jo Nissen, Shannyn Potter

A quorum was established for the meeting.

Approval of Minutes

Minutes were approved with the following discussion and correction: We determined that the minutes accurately recorded that we *had* agreed to absorb the PayPal fee for participants registering online for workshops. In the ensuing discussion, we reconsidered the pros and cons of absorbing this fee versus passing the cost on to customers. No formal decision was made but we agreed to decide whether to change this policy before the next event, and to ensure that our policy is clearly communicated within the registration information.

Correction to the September 2017 minutes: Complete a sentence fragment regarding difficulties with accessing the IYAMN email site. Mary Jo moved and Luanne seconded that we approve the September 2017 minutes with that correction. Motion passed.

Report from Vice President (Luanne Laurents)

Updates from National (IYNAUS): Steve Weiss clarified that IYNAUS would not be directing regional efforts in the centenary year, but rather is awaiting information from regions about what they will do: it is up to us.

Ballots for Upcoming Board Election:

Possible Directors: Sarah Cezar is willing to be on the ballot for the Board of Directors. With Dick and Joy leaving the Board*, we will need another teacher on Board to be compliant with the service mark requirement for our region. We discussed possible teachers to contact; many have been contacted and declined. Joy and Dick said they would double-check with some regional teachers regarding their interest in serving. **Update to Minutes: On November 12, Joy Laine agreed to run again for the BOD. Her name will be on the ballot.*

Balloting Details:

We agreed to look into doing the voting online, through the Survey Monkey format, with website designer Mark's help. If so, we would look for a two-week turnaround from sending out info to balloting deadline; the deadline to be before December 10th (the date of Winter Yoga Day). An advantage of Internet method is that we could include bios of the candidates in with the survey. Only those who are paid members through the month of September (*Update: deadline moved to November 1st*) would receive the online balloting link.

President's Report

- *The Annual General Meeting* will take place at the Yoga Day on December 10th. The order of events will be: Asana class led by Jeanne Barkey, refreshments and socializing, and then the meeting. At the meeting, we will let people know that 2018 is a big year for IYAMN. Shannyn will do postcards for Yoga Day that will include on one side the time, date, and bio info for Jeanne, and on the other, membership information.
- *Mary and Eddy Workshop* final thoughts/lessons learned/future planning:
 - Workshops fulfill the educational aspect of our mission. Joy advocates strongly for senior teachers who come regularly.
 - Questions: a) Do we want to have both repeat teachers and new teachers? b) Do we want Mary and Eddy to return?
 - History: IYAMN established long ago the value of having Mary Dunn come to teach on a regular basis. Mary and Eddy are an historical link to her; they keep the continuity of her teachings.
 - Pluses: a) builds continuity, b) people who came loved it; some were even transformed, c) Mary and Eddy transmitted a wealth of knowledge and have much more to give
 - Minuses: a) Financial loss,) afternoon time impedes attendance for many
 - We decided to check on availability of the SPYC at a new time (early evening during the week instead of early afternoon) and, if that or other venue is available, to negotiate with Mary and Eddy for another week-long workshop in 2018. Their proposed date is October 1-7, 2018.

Committee Reports

Treasurer's Report (Dick Jones):

- Mary and Eddy October 2017 workshop, continued: Dick presented the following info, proposals, and thoughts related to the event:
 - A thank-you letter from Mary and Eddy
 - A spreadsheet detailing workshop expenses and revenues, pointing out:
 - Net loss of \$1139.35 from workshop; would need to have charged \$2.50 more per hour to have broken even. Current rate was \$17.88/hour (non-member) and \$14.85/hour (member).

- Unforeseen costs due to marketing and website work. The web design company should provide specificity in their invoice: separate website maintenance from work necessary for event registration. This would help with budgeting and cost accounting.
 - Cost of liability insurance per event was calculated as a proportion of the yearly total: 7/12 (7 of the 12 total event days in 2017).
 - A false PayPal site (“iyenager”) somehow misled three registrants who went through the IYNAUS site. Dick caught this and took care of it, but it must be looked into and stopped.
 - Recommendations:
 - Send a letter of confirmation with a sample spreadsheet of expenses and revenue to guest teachers well prior to the event to ensure that dates and terms are agreed upon; templates were provided.
 - Communicate event dates to regional studios as soon as possible to minimize conflicts.
 - Secure lodging as a donation or find reasonable rental; week-long cost estimate for Airbnb is \$950.
 - Limit PayPal options for week-long workshop registration to simplify the process: Offer only member/nonmember full week and weekend only options; other choices only available by mail and check (we did not decide on this).
 - In the future, it would be nice to offer scholarships. We currently do not have criteria for that.
- Transitioning to a new treasurer: Dick will mentor the incoming treasurer, helping with taxes, 1099, financials through the end of the 2017 year.

Membership (Mary Jo Nissen):

- Membership Workshops: IYNAUS is encouraging teachers to offer membership workshops during January, February, and March of 2018: Teachers offer a free class to students who sign up as IYNAUS members. Mary Jo will send a blurb to teachers to remind them of this. Shannyn will ask at Barre Bliss to see if they would offer their venue for such a workshop.
- Membership Flyers: An electronic file of the flyer will be emailed to teachers. Flyers are worded to encourage current members to re-up as well as new members. We will have flyers at Yoga Day.
- Yoga Day Membership Promotion: We discussed providing laptops and assistance for those people wishing to join or renew their membership at Yoga Day on December 10th. Best time: social hour.

Administration (Joy Laine and Nancy Marcy): We are on track to be able to ratify our revised bylaws in December. David Larsen, board member from IYAMW, has reviewed our revision and made suggestions for minor improvements.

Media (Shannyn Potter):

- Mary and Eddy Workshop: Media sent out four 'shoutouts.' IYAMN site had 314 hits. The Facebook ad reached over 1000; we currently have a following of 710 people, over double the amount from a year ago. Sent out 500 postcards.
- Randy Just said yes to doing another workshop in 2019. No date set.
- H.S. Arun: She has spoken with him since our last meeting but no dates have been set. His next visit date depends on his getting a visa. Shannyn bought his book (*Experience & Experiment on the Chair the Yoga Way*) to start the IYAMN library. It is currently out of print, however.
- Shannyn needs the info on the December Yoga Day to promote it.
- It would be good to offer IYAMN T-shirts: we could print them as they are ordered, through Mark's company (Commedia).
- Will show Mary Jo and Luanne how to add members to Wix. (*Note: This occurred after the meeting*).
- For purposes of voting, Mary Jo will get a clean list (without duplicates) of members who were paid up as of September 30th and send it to Shannyn. *Update: Luanne subsequently changed the dues payment deadline to November 1. Also, ballots were posted via email link to all current members since this meeting (11/21/17).*
- In answer to the question: How do you send out shoutouts, Shannyn said she sends them out as a PDF, to the largest list (314) of members. (Note that there is currently more than one list.)
- Shannyn moved that we bring Mary and Eddy back if we can change the time of the second session of each weekday. Motion passed, 5-2.

Events/Education:

Carrie Owerko Workshop: Nancy has been contact with Carrie and her assistant Jen. She will send a confirmation letter shortly, clarifying terms regarding food, accommodations and travel planning. Nancy will send links on Owerko to Shannyn for promotional purposes. *Note: The website has been updated regarding the Owerko workshop: (11/21/17)*

Unfinished Business:

Preparations for 2018 Guruji's Centenary:

Celebratory Dinner: Mary Jo presented her ideas for a dinner to be held in honor of Guruji as well as to celebrate our association. Highlights of planning ideas and discussion were as follows:

- Mary Jo will chair this event and solicit help from IYAMN directors, members and non-members as needed.

- The Board agreed that a Sunday evening in April 2018 would be a good time of year for this event. *(Note: It was later determined that April would not work; March 17 is the date [12/3/17].)*
- Invitees would include past, current, and potential members, the owner of Barre Bliss on Harriet Avenue (Matt) as well as their guests.
- Any of several Indian cuisine restaurants would be a good venue for this event; alternatively, any place friendly to nonprofits that would allow us to bring in our own catering. *(Note: Venue is A Taste of India—[12/3/17])*
- People would pay to attend the dinner in order to cover costs; expenses will be determined based on venue and food prices.
- Live Indian music may be provided by area musicians.
- Display photos of Guruji's and Geeta's visits to the Twin Cities. Check with senior teachers and others who were around back then for possible pictures.
- Next steps: Mary Jo will come up with a few choices for venues, dates, and costs, then put together a team to help her.
- Question: is this a community event or a fund raiser? Answer: for sure the former, but it could also be the latter.
- *Celebratory Dinner Update (12/3/17): In the time period after this meeting was adjourned, Mary Jo researched and solidified plans for the dinner. The Board voted electronically on plans and agreed to the following:*
 - *Venue: A Taste of India*
 - *Date: March 17*
 - *Procedure for Invitations and Reservations*
 - *Mid-January: Invite IYAMN members and regional teachers*
 - *Reserve space by early March by mailing in a check by mid-February*
 - *After mid-February, send out invitations to everyone else on contact list; reserve space with mailed-in check by early March.*

Yearly Calendar: We agreed that we should create and communicate a calendar of events for the Centenary Year: for sure via our web site and possibly via hard copy promotion as well.

Bylaws Revision (Post-meeting Update):

In the time period between this meeting and the next one, work proceeded on revising the bylaws. IYAMN was assisted pro bono in this work by David Larsen, IYAMW member who is an attorney. The Board voted electronically on several revisions during the months of November and December. The Board plans to vote on approval of the bylaws on December 10, 2017. When approved, the bylaws (and Articles of Incorporation) will be sent to Gloria Goldberg, Attorney in Fact for the Iyengars, for final approval.

Next Meeting

The next meeting will take place directly after the Annual Meeting of Members on December 10, 2018, at Barre Bliss Studio, 2908 Harriet Ave, Minneapolis.

Adjournment

Nancy moved and Luanne seconded that we adjourn. Meeting adjourned at 5:48 p.m.

Respectfully submitted,
Nancy Marcy
IYAMN Secretary