



BKS Iyengar Yoga Association of Minnesota

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

Board of Directors Meeting

March 19th, 2016

The meeting was called to order at 4:07 p.m.

Present: Dick Jones, Joy Laine, Luanne Laurents, Nancy Marcy, Katy Olson, Shannyn Potter

Absent: Steve Weiss

Review and approval of Minutes from previous meeting:

The Minutes from the December 15th, 2016 meeting were read and approved.

President's Report:

President Katy Olson contacted senior level teacher Carrie Owerko from the New York Institute of Iyengar Yoga for possible teaching in spring of 2017. Carrie will respond when she returns to the US in the near future. Randy Just, from Dallas, is another potential teacher whom we might contact and contract for the following year (2018). Eddy Marks and Mary Obendorfer are on board for a fall 2016 workshop at the Saint Paul Yoga Center. Steve Hornbacher has requested to have Laurie Blakeney do a workshop in Decorah next fall. Dick questioned having two workshops so close together within the region; attendance has been relatively low. There was no motion to approve the president's report.

Treasurer's Report:

Treasurer Dick Jones reported that we have approximately \$11,000 in the bank account as of March 10; however, the two checks sent to Bellur on January 16, 2015, have not yet cleared. Some members of the board felt that this was not unusual; it takes some time for international checks to clear. Joy suggested, and the board briefly discussed, the merit of spending down this relatively large sum. Dick said the balance has been as low as \$2000 since 1992. Luanne moved, and Shannyn seconded, that the board approve the treasurer's report. Motion passed.

Finance Committee Report

Budget. Dick Jones presented a budget to the board for discussion and approval. He clarified some of the categories in the budget as well as the process for determining some of the budget amounts. He projected that we will earn less in the coming fiscal year due to lower trends of attendance at workshops, and dropping the fee for Yoga Day

attendance. He estimates 2016 membership at 100 people (\$3000). Projected income for 2015 workshops was \$20,000; for 2016 it is projected at \$13,700. The budget forecasts a loss of \$3200 for 2016. The budgeted amount for the Laurie Blakeney workshop is \$4400. The budgeted amount for web design is \$3000. Nancy moved, and Shannyn seconded, that we approve the budget as submitted. Motion passed.

Authorized Check Signers. Dick passed around an Associated Bank (IYAMN's checking account bank) form to the board members for their signatures, in order to authorize co-signers to checks. Having multiple signers will facilitate meeting the requirement for two people to sign each check written.

Motion for Tax Filing Service. Dick submitted a motion to approve Mildy's Tax Service—30 E. 7th St. Ste. #285, St. Paul, MN 55101, for completing 2015 IYAMN IRS tax filing. Katy moved and Joy seconded that we approve. Motion passed.

Treasurer's Duties and Responsibilities. Dick submitted a list of current treasurer's duties and routines for consideration by the Board.

Other: Discussed delayed payments to Jawahar Bangera and resulting difficulties. Do not do again!

Membership Report:

Joy Laine, Membership Chair, reported that we currently have 87 members. Since we are now on a rolling membership system, all members who joined within the last twelve months are counted as current members. For example, if somebody joined in April they did not have to rejoin in January so they are counted as a current member. Joy informed the board that as she receives the monthly lists of new and returning members from Sharon Cowdery at IYNAUS, she will use these to update data recorded in i-contact. Joy received an email from national membership chair requesting names and addresses of board members.

Sharon Cowdery of the national organization (IYNAUS) sends Joy the names of new members as they enroll. Joy then updates that information for IYAMN's files as well as through I Contact.

Media and Communications Report

Kudos to Shannyn Potter, Media Chair, for the improvements she has made to the IYAMN site since becoming a board member. All agree that website is crucial to the viability of the organization. According to Shannyn, "likes" have increased from 320 to 405 on Facebook since changes were made. Shannyn has made changes to facilitate viewing on mobile apps. Hint: Clear cache to correct alignment of teachers and their info on the page. Shannyn says we need three 'shopping carts': workshop, membership, donate. Shannyn shared two bids from local web designers: Conjure Shop (\$7,500) and

MassCommedia (\$1,500 for initial work plus \$40 per hour for additional services). The bids were discussed in light of the budgeted amount for web design (\$3000). Shannyn recommended we go with MassCommedia. In order to do so we must upgrade current WIX web provider at the cost of \$300 per year. (Dick says he will give to Shannyn the information from the club debit card to pay for this upgrade.) No motion was made to go with MassCommedia, but consensus was that we work with them.

We discussed how to change the website and name of the organization in a coordinated manner. Determined that the order of tasks is as follows:

Step One: Membership vote

- a. Send message (via I-Contact or letter) to membership to explain the situation (Joy)
- b. Send ballot separately via mail by end of May at latest (Luanne). Ballot choices are to remain as IYAMN or change to IYAUM (Iyengar Yoga Association of the Upper Midwest).
- c. Voting on name change due by June 15

Step Two: Modify the Articles of Incorporation

- a. Board Meeting to accomplish this task
- b. Submit to State the updated Articles of Incorporation

Step Three: Update bylaws

Step Four: Change domain name (if necessary)

Katy moved and Dick seconded that we send out a ballot with the above content. Motion passed.

Further discussion: We need to check out the bylaws to determine whether members must approve Articles of Incorporation. If so, we will need to insert an additional step in the plan.

Education Committee

Luanne asked about the timeline for promotions. Katy mentioned that she had contacted Carrie O. There was further discussion about doing something more than workshops and yoga days.

Joy suggests having more than one teacher at a workshop; having a theme for educational events.

Unfinished Business

- Survey of members: no action on this topic
- MN non-profit BOD training: Tabled

- Insurance for BOD: Discussion: Should cover board from workshop injuries. Current insurance covers people attending events. It does not cover board members from being sued. Two different things: Personal injury, and personal liability of BOD officers. BOD insurance would cost us \$2700/year. Most homeowners' insurance covers this type of thing. (Could there be coverage through our teaching insurance? Probably not) Find out if homeowner's insurance covers you for volunteer work.

New Business

Laurie Blakeney: Steve picking up from airport. Take out to dinner. Email Steve, BOD, RSVP

Mary and Eddy: St. Paul Yoga Center would rent the space to IYAMN for \$495. Could we find a different location? Timing and weekly classes present a problem. Could some of weekday classes be after 5 pm? Same time format as last time: Workshop comprises five classes: Tuesday, Wednesday, Thursday. Tuesday through Friday is the intensive, and Sat-Sun general. Give teachers money so that they could drop their class and we could have the studio. Marketing: Stress that they work with people of all levels. So the drill-down encompasses all levels. Luanne thinks that people are intimidated by the intensive. But we agree to have faith in the model. We need a description of this workshop that describes what happens and how accessible it is.

Shannyn suggests accessing some good videos from their San Diego site. Do we have a theme from them? As soon as we get it, put on the website. Katy will get the details hammered out. Joy and Katy will work out a description. No committee for Eddy and Mary at this point. Who wants to help?

Summer Yoga Day.

Nancy and Luanne are volunteered to be in charge. We need teacher, theme, location. Date is: July 23rd or 24th. That is a Saturday-Sunday. BOD the 23rd, Sunday the 24th? (Could it be either?) The event runs 2 pm or later. Junior I level is minimum level of the teacher. After teaching, show a movie, or something besides just the classes; for example, chant the yoga sutras. Dodge Nature Center is mentioned as an option. We discussed the downside of not having props at a venue.

Publicity: Shannyn had contacted Steve Hornbacher to get templates for flyers. Not received yet. Could someone else provide templates? Michael. Katy will ask Steven if he is able to put together.

Adjournment: Shannyn moves, Joy seconds that we adjourn. Motion passed. Meeting was adjourned at 5:12 pm.

Respectfully submitted,
Nancy Marcy
IYAMN Secretary