



BKS Iyengar Yoga Association of Minnesota

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

Board of Directors Meeting

September 16, 2017

Call to Order

The meeting was called to order at 3:40 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 corrections: Luanne did not go to yoga day in July. Nancy moved to approve the minutes with noted changes; Shannyn seconded. Motion passed.

Report from Vice President (Luanne Laurents)

Updates from National (IYNAUS): Luanne spoke with Regional Representative Stephen Weiss for info from IYNAUS. He noted that:

- IYNAUS was preparing the next issue of *Yoga Samachar* that will be published soon.
- April 12–19, 2019, is the date for the next national convention, to be held in Dallas, TX. Abhijata Sridar is working on the theme. IYNAUS is not sure that this will be a full week-long convention as previously planned.
- IYNAUS is still discussing the centenary. They are hoping for events from each region as tributes to Gururji. A membership campaign for centenary would be good. There has been no word from IYNAUS about assigning a distinct, separate month of 2018 to each of the twelve US regions for the purpose of focusing on celebration of Gururji's 100th birthday.

Committee Reports

Treasurer's Report (Dick Jones):

- Yoga Day (July): We lost \$181. This is within our budget (a loss of \$200 projected).
- PayPal Problems: We discussed the difficulties around using PayPal, including:

- A la Carte Classes. The necessity of completing transactions session by session when choosing from a menu of options rather than bundling together and paying with one transaction.
 - Insufficient Detail of Information. Inability to see (from PayPal reports to IYAMN) the specific sessions that participants had registered for; *we agreed that this is essential information to have.*
 - Slow Payment. A time lag between the registration transaction through PayPal and PayPal's dispersing funds to IYAMN. According to Dick, what happens is that when one signs up on PayPal, that person gets charged immediately, but the entity (IYAMN) does not get paid for 20-30 days. PayPal may or may not get paid immediately, depending upon the paying system used by the purchaser. This complexity results in less than accurate accounting of just how much money we have, or will have, in our bank account, especially due to the variable charge fee that is subtracted from our reimbursement from PayPal (see next bullet).
 - Use Fee. PayPal is charging the use fee to IYAMN rather than to the registrant as was formerly done; this reduces our profit margin at a rate of around 4%. The Board informally agreed that it was preferable that IYAMN pay for this convenience rather than rolling the cost to the customers.
 - Still the best option! Despite the problems, PayPal remains the best platform for IYAMN's online purchases. The majority of Board members do not want to go back to hard-copy, snail mail registration.
- PayPal Upgrade. Shannyn said that some changes were made to PayPal on 9/16/17 that may solve some of the above-stated problems. Furthermore, she proposed, and the Board agreed, that we pay for an upgrade @ \$12.99 per month that would allow bundling: selecting a la carte and paying with one invoice. Why? If we paid for a higher-level platform, Iyengar teachers (and other members, as we deem appropriate) could log in and post events on a member page. Submissions would need to be reviewed by Web masters. We would need to give people member numbers and a code. It is essentially a shopping cart option.
 - Bank transactions. As of 9/10/2017, IYAMN's Financial Summary bank balance was \$8,519.31. The balance sheet is within \$100 of accuracy.

Membership (Mary Jo Nissen):

- The IYNAUS membership system does not have a way to identify new members; Mary Jo must compare membership rolls/numbers from the previous month in order to identify new members.
- New member welcome message. Mary Jo feels it is important to send new members a welcome message on a timely basis. She currently works with Luanne and Shannyn to update membership rosters and send out messages.

Mary Jo requested training in the Wix platform in order to do this herself. Shannyn agreed to set up a training session with Mary Jo and Mark, the website designer. Until then, Mary Jo will maintain her current methods.

- Updating Membership Data. Luanne is no longer able to easily update membership data in the current (Wix) system. We will need to figure this out before we send out ballots, because of the need for accurate mailing labels.
- Tracking Email. With the Wix system we have the capacity to track whether and when emails were delivered and opened by intended recipients. This can potentially help assuage folks' frustrations with feeling that they are not being kept informed of IYAMN business.
- Membership Flyer. Mary Jo shared a draft of a membership promotion flyer. We discussed the means of joining through IYNAUS and decided we want to encourage people to join *only* through the IYNAUS website; the flyer contents must be clear about that. Shannyn requested that Mary Jo send her the flyer to make a few website-friendly/branding changes. The Board members agreed that people could access the flyer through the Internet and print off as needed for personal/teaching use. It is not necessary to print off a batch of flyers. For Winter Yoga Day we will have a reminder to join.
- Encouraging Membership: Mary Jo posed a question about how we can get new members, especially among long-time practitioners. And, how do we target potential members without their email addresses? Tactics for promoting membership were discussed:
 - Conduct a membership drive during January and February 2018 as requested by IYNAUS.
 - Note that 2018 is the 30th anniversary of IYAMN.
 - Enclose the membership flyer in a mass emailing to known Iyengar participants (not only the current members), asking them to support the Iyengar community.
 - Consider different member levels along with incentives (bumper stickers, T-shirts produced when purchased online). Branded incentives are also marketing tools to circulate the Iyengar name and build awareness.
 - IYAMN host a dinner in February or March for all members and invited long-time participants. All would help cover the cost; members would receive a discount. Entertainment could include Indian music and a program that could include, archived videos and photos of Guruji's 1987 visit to MN, clips of people's recollections of Guruji.
 - Give T-shirts to visiting teachers.
 - Teachers and Board members can use the IYNAUS talking points to promote Iyengar yoga. Keep a copy in our binders.
- IYAMN email site. Nancy and Luanne can get in with the current username and password; Shannyn cannot. Also, there is a separate email account for the treasurer, so it may not be clear to members which email they should use for questions. (It is not always clear to this secretary!) We need to come to

clarity on the uses for and the access to these two accounts. This is a media issue as well as a membership issue.

Administration (Joy Laine and Nancy Marcy): Joy and Nancy reported key issues that had arisen during the revision of IYAMN bylaws and sought feedback from the board on several key points. We were unable to consider every point due to time constraints. The Board agreed that:

- We will change our bylaws before changing our Articles of Incorporation.
- We will complete a draft of revised bylaws by October.
- We will seek legal counsel when a draft of the new (revised) bylaws is ready. Proposed timeline is by end of October, with new bylaws to be ratified by the Board by end of this fiscal year.
- Once we have ratified our bylaws we will make necessary changes to the Articles of Incorporation with the criteria that the new articles (a) comply with Minnesota law, (b) are simple but clear, and (c) do not contain legally unnecessary articles that may be addressed through the bylaws.
- Specific changes to our bylaws that were agreed upon:
 - Keep the two-year election rotation as specific in the current Articles of Incorporation
 - Remove any grace period for lapse of membership, so that one must be a currently paid-up member in order to vote or receive discounts.
 - Require that one-third of members sign off (electronically) in order to call a special meeting of the members.
 - Require non-teaching board members to sign a statement of commitment to the Iyengar method of yoga.
 - Include, where possible, at least one board member from an out-state area or state within our region other than Minnesota.
- We will read through the remaining points (*see Articles VII–XIII*) raised in the two documents presented at the meeting (Comments and Analysis of Revised IYAMN By-Laws and IYAMN Administration Committee Meeting Notes Concerning the Amendment of Bylaws) and contact Nancy and Joy with any concerns.

Media (Shannyn Potter):

- Shannyn moved that we move forward with upgrading Wix for PayPal. Nancy seconded. Motion carried.
- Shannyn mailed out info to 303 people (for the Eddy and Mary event). Over half of sendees opened the email. Only 47 people actually went to website (clicked). 680 are now following us on Facebook—far more than last year. Shannyn sent out a promo to over 700 people.
- Mary and Eddy event: Luanne has all the postcards. Shannyn will send out one or two more shout-outs before the event via email.

Education/Events:

Yoga Day: Winter Yoga Day set for December 10, 2017. Shannyn will ask William Prottengeier to use Barre Bliss. Jeanne Barkey has agreed to teach. We will merge it with our annual meeting. We will do yoga day, food, and THEN the meeting. Mona and Luanne will be in charge of this Yoga Day. We discussed the poor turnout at this July's Yoga Day in LaCrosse. No definite reasons were obvious.

Workshops:

Obendorfer-Marks workshop. Current registration is small, but postcards are starting to be distributed. There is a tendency to sign up late. Estimate: We need 15-20 registrants for the whole week and an additional 20-25 people to take two classes in order to lose only \$1300. Their pay is \$6600 @ \$200/hour. Our strategy will be to work for solid attendance at the weekend sessions to at least break even; this is up to the teachers. Other details: Joy will need flight information because she is hosting Eddy and Mary. We will need to make plans for a group dinner.

Carrie Owerko Workshop. The agreed-upon dates of the workshop are May 4-6, 2018. Mona and Nancy will work with LuAnne to transfer over the information. Nancy will be the primary contact with Carrie. She will keep Mona in the loop, as well as Luanne, Dick, and other board members as necessary.

New Business

- Board Election.
 - Shannyn, Dick, and Joy are completing their terms. Shannyn agreed to run again.
 - Ballots need to get out in early November.
 - We need to send out an all-call for people to volunteer for the board.
 - Nancy will do the verbiage and send out to Board for approval; then Shannyn will post.
- Centenary.
 - We need to hear from IYNAUS about whether we are assigned a particular month in which to focus on the celebration.
 - At that point, we will contact senior teachers to plan for a local teaching expert workshop, or series thereof. We will have yoga days or replace with something as good or better.
 - Yoga days could be a pot luck. It doesn't have to be a yoga class.
- Guest Teachers in 2018 or 2019
 - Randy Just: Fall of 2019 (after the Dallas convention). Shannyn will contact him.
 - Jawahar Bangera (Katy Olson mentioned he was willing to come)
 - H.S. Arun (Would be available in 2018; studied with Guruji for 40 years; Shannyn took workshop from him and was very impressed; his classes are accessible to all.)

Next Meeting

Next meeting October 28th at 3:30 at NK building. Mona will bring snacks.

Adjournment

Nancy moved to adjourn. Mona seconded. Meeting adjourned at 6:11 p.m..

Respectfully submitted,
Nancy Marcy
IYAMN Secretary