



BKS Iyengar Yoga Association of the Upper Midwest

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

Board of Directors Meeting

September 14, 2019

Location

The meeting was held at Mary Jo Nissen's residence, 222 2nd St. SE, Minneapolis, MN

Call to Order

Meeting called to order at 3:23 pm by President Nancy Marcy.

Attendance and Determination of a Quorum

Present: Tiffany Bergin , Luanne Laurents, Nancy Marcy, Shannyn Potter, Mona McNeely, Julie Sybrant and Mary Jo Nissen. A quorum was established for the meeting.

Approval of Minutes

Luanne moved and Mona seconded that we accept the minutes from 6/1/19.

Approval/Additions to Agenda

We agreed by consensus to approve the agenda for 9/14/2019.

President's Report (Nancy Marcy)

- a) State of Minnesota and Gloria Goldberg, attorney for the Iyengars, both approved the revised Bylaws and Articles of Incorporation. Printed copies were distributed to board for binders (*Update 11/9/19: Luanne later found errors in the revision. These have been corrected and will be resent/reposted*)
- b) Service mark agreement and fee (\$100) were sent to Gloria Goldberg

Vice President's Report (Luanne Laurents)

- a) IYNAUS update from S.Weiss: IYNAUS is focusing on teacher training regarding ethical guidelines; all members should be made aware of these. President David Carpenter and President-elect Randy Just are transitioning this leadership; to be complete by November.
- b) Regional representative was discussed and names were offered of members who may be a good fit for this position. All agreed it would be helpful for our representative to have served on the IYAMN board in the past.

Treasurer's Report (Julie Sybrant)

- a) We still have 2 bank accounts with combined balance of \$8524.50
- b) The Associated Bank account will be closed once we receive a new checkbook from US Bank . We opened the US Bank account because it supports Zelle and Venmo.

- c) We currently have three mobile apps for receiving money in addition to PayPal: Zelle, Venmo, and Square. Members who have requested these methods of payment know how to use them. Information given on how to access these apps. Some fees are charged to us; discussion of setting prices to offset the fees while charging a consistent price per service or product.

Membership (Mary Jo Nissen)

- a) Currently at 110 members; approximately the same as last year. (Our goal is 120)
- b) IYNAUS sends 3 notices of lapsed membership; members have not responded much to IYAUM's additional, individual notifications. We agreed that it is more effective to spur membership through price breaks for workshops than reminding people. Also: IYNAUS is considering automatic membership renewal, which we support.
- c) Summary of membership chairs' national conference call: Member surveys (proposal to create a set of nationally distributed questions and link to local survey), fund-raising methods (basically, ask for money!). We formed a survey committee: Mary Jo (chair), Nancy, Luanne. Tentative date for broadcast November 2019 but this depends on progress at national level, if we are to be on board with that national-to-local strategy.
- d) **Finance** Offshoot discussion about our having removed the 'donate' button from our website and possible reinstatement; no motion. Short discussion about scholarships and needing to have a purpose for collecting the money: what types of scholarships should we offer? Teacher training, year's membership, individual workshops all posed as possibilities. Formed a Scholarship Committee: Nancy, Mona, (Shannyn, temporarily) and agreement to ask a member who is not currently on the board for help with this. Noted that we partially funded the cost of an interpreter for an attendee at Mary and Eddy's workshop.

Media (Shannyn)

- a) Proposes making membership cards that are not dated
- b) Will update the flyers with our new name and distribute to teachers via email
- c) Clarification about where to send the postcards (venues and/or teachers). Note: sometimes the postcards/flyers are not being prominently displayed. Request that!
- d) *Samachar* ad submitted; IYAUM president to submit paragraph by October 1st on how our region has honored/is planning to pay tribute to Geeta this year. Discussion over plans and content of submission. Possible events: include content from Geeta in winter Yoga Day, have separate event using video of her teaching. Content: solicit quotes from teachers in our region who have traveled to Pune.
- e) Return address stamp(s) purchased for mailings (Luanne and Nancy now have)

Education/Events

- a) Summer Yoga Day recap from Nancy: We basically broke even: Expenses around \$2000 and this was matched by revenues from ticket sales. Pre-movie reception had about 20 attendees; much food left over. Order less food for subsequent Yoga Days.
- b) Mary and Eddy : September 27-29, 2019. (Nancy and Mona)
 - i) Mona discussed registration process and getting all names and confirming registration time prior to the event. Tiffany will be on site to assist Mona with

check ins as needed. Shannyn or Nancy will have device to accept payments for walk-ins.

- ii) BOD dinner will be open to all participants at Birchwood Cafe Sunday after the class.
- iii) Winter Yoga Day : (Luanne and Tiffany) December 15, 2019. Joy Laine will be the teacher and it will be held at the BKS Iyengar Center in Minneapolis.
- d) Workshops 2020
 - i) Mary and Eddy : April 24-26, 2020 (Nancy): Confirmed
 - ii) Bobby Clennell June 12-14, 2020 (Nancy): Confirmed
 - iii) Laurie Blakeney October 2-4 (Mona): Confirmed
 - iv) Arun 2020 (Shannyn): Late spring dates to be determined

New Business

- a) Friendship Yoga has requested transportation services to IYAUM events; discussion yielded opinion that carpooling would be easier to do

Next Meeting

To be decided via email.

Adjournment

Shannyn moved to adjourn; Mona and Julie seconded. The meeting was adjourned at 5:18 pm.

Respectfully submitted,
Tiffany Bergin, Secretary and Nancy Marcy, President