

Business Meeting Agenda
Mt Tam Nia Retreat, California Alpine Club Lodge
Held on January 27, 2007 at the Mt. Tam Retreat
Meeting leaders Susan Ross & Cheryl Wilson
Thanks to Pam Myers for taking notes

Attendance: Phyllis Addison, Chris Allis, Lee Bigman, Farcia Detoles, Frances Laude Gohard, Cheryl King, Jana Knezovich, LeeAnn Mallorie, Pam Meyers, Julia Rigler, Cheryl Wilson, Danielle Woermann, Marilyn Petrich, Susan Ross, Holly Scott, Kelly Fitzgerald

Key Decisions-Made

1. Agreed to extend to the deadline for website payment until Feb 15th.
2. Agreed that if teachers had not paid by Feb 15th there bio, pic and class listing would be taken off the website until payment is received.
3. Agreed to find new pics for the web home page and classes would be listed alphabetically by city rather than teacher.
4. Agreed to create three sub-committees: 1) business and marketing; 2) website content and design; and 3) continuing education and mentorship.

The meeting started with a teambuilding and leadership exercise led by Holly Scott, which involved a challenging, but successful, lowering of a hula hoop to the ground as a group.

Upcoming Nia Events

Discussion: Cheryl set the date to meet to review the Mt. Tam Retreat On Feb. 10 from 11-12 at the Crepevine Restaurant. (Note: This date was later changed to Feb. 11 in the evening at Cheryl's home in San Rafael.)

NIA JAMS

Spring Jam: April 21, 2006 1:30-3:00 followed by a business meeting from 3:30-5pm. This jam will be linked with National Dance Week/SF. **WHERE:** City Dance Studios in San Francisco. This will be a free event. Danielle Woermann and Monica Welty are organizing the jam and would love volunteers- feel free to contact them to help out!!!

SAVE THE DATES

Summer Jam: Weekend of July 21-22 at Stanford

Fall Jam: Weekend of September 22-23 in East Bay

Financial Report: Treasurer Nancy Hoebelheinrich was not present for the meeting, so Susan Ross provided the financial report. Beginning balance as of Nov 2006 was \$2543. Nancy paid out \$1018 for the website design resulting in a total of \$1425. Of this amount, 12 teachers had paid for the website (\$480) leaving an available balance \$945.

Open Forum:

10 min Cheryl Wilson

Discussion: Web Open Forum

Several people expressed concerns about the photos- particularly the ones that were "unidentifiable body parts". Chris stated that this would be easy to fix and he would like help identifying appropriate pics.

Open Forum:**10 min Cheryl Wilson**

There were also some comments about the “look and feel” of the website, that the colors did not “pop” like the NIA Now website. Chris explained that he selected the colors to help users know which section of the website that they are in (e.g., classes and teachers). He also said that the NiaNow website doesn’t have a lot of background colors; it seems more colorful because it has so many color pics. If we put more pics up it will make the website look more colorful. He said that there could be a significant cost associated with changing the design and colors.

There was also some discussion about the functionality of the website. First, Danielle stated that she would like the classes to be organized alphabetically by location rather than by teacher, which Chris said he could change.

Second, there was discussion about a teacher database and when this may be able to replace sfmoves. Chris stated that having a simple database would be relatively easy but having a teacher’s forum, similar to HQ could be more difficult and costly. Chris stated that he was not clear what the group wanted and it would need more discussion.

Third, we asked about uploading information. Now it seems to be working with Chris doing the changes but Danielle also said that she was able to use the admin tool. We agreed that we needed to send the link out to everyone. Currently it makes the most sense for Chris to put up special events because of formatting issues. We encouraged people who do not have a bio and pic to send it in.

Fourth, we also discussed the teacher login area. Chris talked about the teacher portion of the site. He would like more information (e.g., pic, flyers) that teachers can use to create their own materials.

The group did agree that if a teacher had not yet paid the annual fee, they will receive a reminder. If they choose not to pay their bio, pic, and class listing will be removed from the website. It was also decided that people who are subbing have the option to be in the website, after paying the annual fee.

SF Bay Nia Association:**Topic: Communication : Constant Contact **5 min Danielle Woermann****

Discussion: Danielle shared how she has been using constant contact. It was very effective for getting the word out about retreat. People thought it was a really effective tool- www.constantcontact.com. You will see it in your emails soon.

Topic: Review of Principle 11: Business and Marketing 5-10min Susan Ross

We reviewed WB Principle 11 to provide a common language and understanding of how the group might move forward on specific issues. Many people stated that they felt that we have spent a lot of time discussing specific topics but the group has been less efficient in making decisions. The experience of the retreat demonstrated to many people that the group can do much more than we imagined but we need some processes in place to move the discussions into action.

Topic: Establishing processes and sub-committees 20min Susan Ross

Once again we were running out of time, but the group did agree on three sub-committees: 1) business and marketing; 2) website design and content; and 3) continuing education and mentoring. These committees are consistent with the key purposes of the SF Bay Area Nia Association. Their specific roles will need to be furthered discussed at the next meeting. Phyllis Addison made an intention on finding a Nia space in 2008.

Some preliminary areas that these sub-committees may address are outlined below. We would love to hear general feedback. In addition, we would encourage you to contact the co-chairs to participate in the committees.

1. Business and Marketing

Co-Chairs: Susan Ross- Susanraeross@gmail.com;

Danielle Woermann danielle@niadanielle.com

Some areas that the subcommittee might address include: assessing how effective is the website is a tool in creating new business, development of collective marketing tools for the association

2. Website design and Content – Looking for co-chairs

Some issues that this sub-committee might address include: enhancing the design, content and functionality of the website.

3. Continuing education and Mentorship

Co-Chairs: Frances-Laude Gohard wcsamson@mindspring.com

Monica Welty_ mtwelty@yahoo.com

Some issues that this sub-committee might address include supporting teachers to strengthen their practices, and particularly reaching out to new white belt.