

Business Meeting Agenda

March 1, 2008

Attendance: Monica, Kathy Bate, Jill Cressy, Chris Allis, Zack, Lee Bigman, Johana Nillis, Sharon M.K., Nancy H, Margaret Barbee, Michelle K., Susan

I. Upcoming Events

A. Jams

3rd Quarter led by South Bay Teachers: **July 19th 1:30pm, Hacenida Commons**

4th Quarter led by East Bay Teacher ([Lee will follow-up on this](#))

B. Teacher Workshops

Kari Winn Embodying the Nia Brand: the Skill, Craft and Art of Marketing. ***People agreed that it would be better to have this in a central location.***

II. Financial

Nancy did this great analysis of the association's income and expenses last year by category.

March 1, 2007 to February 29, 2007			
Income		Expenses	
Debit Rewards	0.03	Bills	\$60.17
Investment Income		Marketing Products/ Bumper Stickers	\$327.33
	0.55		
Nia Jams	\$807	Jam Expenses	\$78.47
Website Fees	\$1130	Jam rental space	\$60
		Website Support	\$1320
Total Income	\$1937.58	Total Expenses	\$1845.97
Balance at the end of 2007			\$91.61

As you can see we had a balance of \$91. Our actual cash balance is higher due to a surplus from late 2006 – February 2007 (of approximately \$1000). We cannot expect to base our ongoing expenses on this cash amount, however. As a result, a proposed budget for 2008 follows, based on 2007 income and expenses.

Based on 2007, here is the proposed 2008 budget.

Proposed Budget 2008			
Income		Expenses	
Nia Jams (4 @ \$200)	800		
Teacher Website fees (28 @ \$40)		Marketing Products	
	1120		300
		B&M Conference call (4 @15)	60
		Jam rental space (4 @\$40)	160
		Website Support	1400
Total Income	1920	Total Expenses	1920

Based on this budget, our income and expenses are about even. Several of the topics that we discussed at the meeting have budget implications that are not necessarily covered in the proposed budget. The Table below outlines the association's wish list which will be useful for future discussions.

Item	Estimated Cost
Microphone for the Jams	\$300
Constant Contact Monthly Fee (\$20/mo)	\$240
Constant Contact proposed monthly support fee (\$40/mo)	\$480
Nia Post-Cards (depending upon quantity)	\$250-350
TOTAL:	\$1420

NOTE: The accumulated total of our wish list at this point exceeds the cash surplus by about \$400.

III. Communications (10min)

A. Review of Communication Systems: Susan reviewed the updated SF Nia Association Principles. She explained that there are 3 email lists for everyone who has completed a WB and wants to participate. The contact list is continually being updated so if you want something sent to everyone then it is best to send it to Susan Ross @ susanraeross@gmail.com. There is an email list for active teachers. New updates are sent out quarterly.

B. Constant Contact

At the Jan 21, 2007 business meeting Danielle requested that the Association pay the monthly fee for Constant Contact; this was voted on and approved. Danielle had been collecting the email lists from the jams and from her students to develop the Constant Contact list. Danielle invoiced the Association for two months but then decided she would pay for it herself because creating a newsletter for the whole Association was more work than she anticipated. Instead, she has been giving teachers the option of paying \$15 for two advertisements of each of their events.

Danielle shared with us the Constant Contact results thus far.

- ◆ Overall, from Nov 06-Feb08, 12,726 emails were sent. Of this, 43% of people opened the email. Of the 43% who opened the emails, 16.5% click on one of the links and 14 /5244 people forwarded the message to someone else. It appears that the email list is quite accurate because only 4% bounced.
- ◆ For the Feb 08 newsletter mailing, 496 people received emails. Of these 35% pf people opened the email while <1% opened a links.
- ◆ Constant Contact markets itself staying that 37% of people with receive an email will open it. Between 35-43% of our population opened the email
- ◆ Constant contact says that 9% of people who receive email will click on a link, we have seen about 16%

On the assumption that the Association would find the Constant Contact newsletter valuable, Danielle had a two part proposal:

- ◆ The Association would pay the Constant Contact monthly membership fee of \$20/month (\$240/yr).
- ◆ The Association would pay Danielle \$40 month (\$480/yr) to write and send out Constant contact. This would allow all the teachers to post events without any cost.

There was also a lot of discussion about whether this should be a paid or volunteer position. Most people thought it should be a volunteer position. Several people suggested that the “newsletter” should be representative of the entire Bay Area. There was some discussion about whether this was a good advertising tool.

Decision: 9 yes/3 no

- ◆ The Association agreed that they would pay the monthly Constant Contact fee.
- ◆ The Association agreed that the newsletter should go out monthly and it should represent the entire Bay area.
- ◆ The Association agreed that the website should be consistent with the Constant Contact (events should be on both)

Decision: 9 yes/3 no

- ◆ The Association agreed that Lee Bigman would volunteer to put this together and several people agreed to help her.

III. Business and Marketing and Sub-Committee.

A. Nia Tank Tops (10Minutes)

Lee presented the concept of using the CaliforNia design from S. Cal bumper sticker. Lee's son has a t-shirt business in S. Cal and thinks we can get tank tops for \$5. We wanted to provide these Nia tank tops as a fund raising activity for the Association. We talked about charging slightly higher cost for teachers outside the area. We discussed the option of pre-ordering so we would have a better idea of how many and what sizes we need.

Decision: 11Y/1N

- ◆ The Association agreed that we should pursue the idea of tank tops, probably one color to start with.
- ◆ The Association agreed that we would contact other teachers in California who might be interested in participating.
- ◆ The association agreed that there would be an association cost (\$5), SF Bay teacher (\$8), Cal teachers (\$10) and retail for \$15. The prices will have to be finalized once we know the final cost of the tank shirt but the group agreed to a tiered cost structure.

Lee will contact Kari Winn to see how much organic tank tops would cost so the group can make a comparison. Lee will also prepare some options to present back to the group in terms of Association cost, teacher price and suggested retail price.

B. Marketing Materials (30 minutes)

You may remember that there was a lot of discussion about the collective flyer that was sent out in earlier. We had a conference to brainstorm about the need for different types of marketing materials/ advertising for both local purposes and to build the enthusiasm for the 25th Anniversary of Nia and Debbie and Carlos' visit.

As someone who was new to the area and trying to start up Nia classes in health clubs, I found that most fitness directors thought Nia was not aerobic. That is why I thought it was a good idea to create the collective flyer. While there is a lot of great language in the book and white belt manual I did not know of any materials from HQ that spoke directly to fitness directors. Also it was very hard for me going in as an individual teacher to talk about. We have talked about the unfortunately reality that Nia little brand recognition. Thus, I thought it would be great to capitalize on the collective strengthen of Nia worldwide and locally.

I sent this out to everyone for comments and to make sure that I had the right facilities listed. I was very surprised that there were lots of comments and teachers were excited about the information. What surprised me was that teachers couldn't wait to give this to their students, which was not what I designed it for.

When I re-sent the updated flyer in Nov there were some comments about us making it look more professional which I fully endorsed. But instead of just changing the formatting I wanted to go back to the beginning and identify what the purpose of the marketing tools were and who we wanted to target (fitness directors/yoga studios/students, class schedule). Everyone agreed that it is important to have a clear objective and understand what the purpose of the marketing materials is/are, how will they be used and who is primary target audience. With that background we had a discussion and identified two types of marketing materials.

The first is a complete schedule of all bay area classes that we can hand out at jams and other events. Nancy Mau was saying that people at the jams are really looking for information about Nia. We could pay some one to design it and maintain it so that it is current. This would probably be in the form of a flyer and could be printed by individual teachers or the association.

Decision 10Yes/2No: Most people thought the flyer was fine the way it is currently designed. The group agreed that at this time there is no reason to have the collective flyer re-designed. Individual teachers can use this however they would think is most appropriate. It was suggested that the flyer be put on the website.

The second is a 4x6 postcard/business card for Nia teachers to give to students. We thought that the front could have a description of Nia and the back would have contact information and people could use stickers of their schedule or other information. This would require that we agree on a common description of Nia that speak to a wide audience, a designer and a printer. If people are interested we can go ahead and get cost information.

Decision 12 Yes: People were very interested in developing this postcard. The Association agreed that we would support the development of a 4x6 postcard will have the following language on the back and space for a teacher to put their schedule:

What is Nia Through Movement we find health. Done barefoot to diverse and inspiring music. Nia is a transformational movement practice that teaches you to be more Joyful, Expressive and Alive in your body, both inside and outside the studio. Nia is holistic, engaging your body, mind, emotions, and spirit. Nia draws from dance arts, martial arts and health arts to create purposeful movement that will help you grow and learn.

Why Practice Nia?

Nia Increases the pleasure of living in your body. Nia creates weight lost and proper weight maintenance. Nia strengthens muscles, improves muscle tone, and increase muscle definition. Nia calms the mind and relieves stress. Nia increases grace, flexibility and endurance. Nia builds reservoirs of chi and improves cognitive functioning and so much more.

Decision: This is not currently in the budget so we will have to further discuss how we can pay for this.

Decision: The Association agreed that we would select 3 images to have on the front of the postcard that we will send out to the group to vote on.

IV. Support for Teacher Workshops (20Min)

Following on the discussion that we had at the last meeting, we have been discussing ways that the association funds could support teacher workshops. We talked about the possibility of the association subsidizing the workshop (paying the rental) and/or co-funding it with the teacher. For example, the teacher could pay \$25 and the association could pay \$25. In order for us to have a more fruitful discussion, it was felt that we needed to better understand the costs to see how the associations could best support these efforts.

Two workshops have been proposed. Lee Bigman proposed a 2hr cuing workshop at the July 21, 2007 meeting. Kari Winn proposed the workshop outlined below. We agreed that Susan Ross would work with Kari and Lee to better understand the cost structure they are proposing and present more detailed information at the next business meeting. Everyone agreed that both these topics would be useful in terms of their content.

I spoke with Kari Winn who said the rent at Studio Rasa is \$25/hr (total \$150). What might be a useful way for the Association to support teachers would be that the Association pays for the rent and pays the teacher for the prep time. For example for Kari's workshop we could pay the rent and maybe \$25/hr prep (say 1hr of prep for one hour of the workshop). This would mean that for Kari's workshop we pay \$150 for the rent and \$150 for prep time (\$25 x 6 hrs). For Lee's 2 hr workshop this would be \$50 for rent and \$50 for prep. Then the teacher can set the price. – we will need to send this out to the whole group for discussion

Decision: 12 Yes People thought this was a very complex issues and decided that they did not want to make a commitment to this kind of support at this time, especially given the budget, and the difficulty in managing the process.