

# **Shintaido of America**

**Board Meeting Minutes: August 26, 2006**

## **Teleconference Meeting**

### **Board Members:**

*Present:* Sandra Bengtsson, Stephen Billias, Connie Borden, David Franklin, Rob Kedoin, Lee Seaman, Eva Thaddeus, and Michael Thompson

*Absent:* HF Ito (by request of the Board due to item III)

### *Others Present:*

Shin Aoki (as incoming NTC-chair, present for DVD discussion)

Facilitator: Connie, Time Keeper: Stephen, Note Taker: Rob

**Meeting called to order:** Approximately 4:00pm EDT

## **I. Financial Update from Sandra Bengtsson**

We currently have \$19,000 in the bank. Over the last two years we've been running at about a \$2000 per year loss. However, now that the website and bookstore expenses are up and dues are diminished, we're expecting a \$3-4,000 loss for this year. We had some extra expenses this year: \$1000 for Ito's hospital stay at Kaiser, as well as paying for the database work. Over the last two years, we've also added insurance: it was about \$1350 the first year. But because we over-estimated the number of students we have nationally, when we got an accurate number, the cost of insurance dropped to \$871 per year.

Stephen asked if we should do a membership letter to get more people to pay dues. Sandra suggested that we could combine a membership letter with a request for donations.

### **Action Items**

1. Connie will prepare a letter and send it to the membership.
2. Lee will help Connie to write the letter to send to the membership.
3. Sandra will send Lee a copy of an old letter

## II. DVD Project

After much discussion, it remains unclear what type of DVD's we should create with suggestions including instructional, promotional, and artistic DVD's. Similarly, the content and target audience remain undecided.

The discussion about the DVD project breaks down into: Type, Content, Audience, and Roles.

### *Type*

Three types of DVD have been proposed. Instructional videos which demonstrate techniques in the curriculum. Promotional videos which are to visually describe Shintaido to people who haven't tried it. An Artistic video was suggested by David Franklin as:

Shintaido, the impressionistic art-rock music video:  
Something similar, in an updated kind of way, to the Shintaido film produced by John Kent in the early 80's. Personally, I think that if we're serious about one of our particular marketing goals -- attracting more young people -- this should be our #1 priority. Good examples are skateboarding and snowboarding videos -- dynamic visuals, exciting editing cut to music that appeals to the target audience, interspersed with quick mini-interviews with practitioners/teachers.

### *Content*

For instructional videos, how much of the curriculum should we cover? Stephen would like the whole curriculum covered (karate, boh, open hand and kenjutsu). Shin pointed out that Ito and Henry Kaiser have been working for a long time to produce one DVD which covers only Kenjutsu. If we use that to gauge the time needed to do the whole curriculum, it would take a very long time.

Shin also made the suggestion that it may be more efficient to create instructional videos by combining a bunch of archival footage.

### *Audience*

Lee feels the audience should be instructors while Stephen feels that the videos should be sold in the bookstore and usable by people to study Shintaido without an instructor.

## *Roles*

According to Lee, the NTC are uncertain of what sort of participation they are being asked for. The NTC members are willing to work as talent for the video.

According to Shin, the NTC believes that the SOA Board should act as Executive Producer. The NTC could act in the role as Writer and Director.

If the Board were Executive Producer, the Board first needs to find a Producer. The Producer would make the budget proposal and find people to fill all the other roles. The Board only needs to approve the budget and set the direction. The Board should review the detailed budget and verify that the script is manageable before the shooting starts.

David suggested that perhaps Henry Kaiser would be a good candidate for the job of Producer, but Connie mentioned that Henry is not interested in working on future DVD projects.

David also suggested that perhaps Bill Burtis or Stephen Billias would want to be the writer since they have experience writing scripts.

According to Connie, Ito is interested in being a Technical Consultant.

### **Proposal 1**

The Marketing subcommittee along with Ito Sensei, and Shin (as incoming NTC chair) should identify a Producer and create a budget with the Producer for proposals for artistic, instructional and promotional videos by 1/2007. Proposed by Connie. Passed without any "No" votes or "Abstentions"

## **III. Special Projects/Ito Projects**

The Board members discussed what Shintaido of America can or should do to help Ito (after his June stroke). Topics discussed included having Ito travel less by staying longer in the US, and paying Ito to work on projects here so he would not feel the need to travel as frequently. From this discussion, the following proposals were created:

### **Proposal 2**

- a) We agree that we do not have a dramatic need to have Ito change his lifestyle. Proposed by Connie & Rob. Passed without any "No" votes or "Abstentions"

- b) We agree to help PacShin with their fundraising for Ito's Insurance fund by accepting online donations and providing online publicity. Proposed by Connie & Rob. Passed without any "No" votes or "Abstentions"
- c) We will evaluate increasing Ito's stipend when we create the 2007 budget. Proposed by Connie & Rob. Passed without any "No" votes or "Abstentions"
- d) We will make strategic planning and big vision a goal for 2007. Proposed by Connie & Rob. Passed without any "No" votes or "Abstentions"

**Action Items**

- 4. Stephen with help from Rob will setup online donations and publicity on the web site.

**Meeting Adjourned:** Approximately 5:10pm EDT