

# Dances of Universal Peace International

**Minutes –Board of Directors Telecon – September 8, 2015, 3 pm MDT**

**Board Members Present:** Arjun Jorge Calero, Darvesha Victoria MacDonald, Kabir Stuart McKinnon, Maris Warrior, Rashid Andrew Hall, Zarifah Spain

**Staff present:** Munir Peter Reynolds (Executive Director), Martha Bracken (Office Assistant)

*Toward the One,  
the Perfection of Love, Harmony and Beauty, the Only Being;  
United with all the Illuminated Souls who form the Embodiment of the Master,  
the Spirit of Guidance.*

The agenda and background information had been circulated in advance. Kabir noted that the minutes from the previous meeting (April 28, 2015) have not yet been approved. Munir suggested that this be done by email following the meeting.

## 1. Financial Reports January 1 – August 31, 2015

Sources and Uses of Funds, January 1 – August 31, 2015

**Dances of Universal Peace International**  
**Sources and Uses of Funds**

Sources and Uses of Funds	Jan - Aug 2015	Budget	% of Budget
<b>Income</b>			
<b>Investments</b>			
Interest-Savings, Short-term CD	25.96	100.00	25.96%
<b>Total Investments</b>	25.96	100.00	25.96%
<b>Revenue - Current Year</b>			
Donations	4,992.03	3,000.00	166.4%
LG Fees - Regions	18,400.09	24,500.00	75.1%
LG Fees - World Wide Region	2,197.54	5,000.00	43.95%
Sales	1,170.43	600.00	195.07%
<b>Total Revenue - Current Year</b>	26,760.09	33,100.00	80.85%
<b>Revenue Prior Yr Inc</b>			
Fee Support Fund	1,640.00 *	1,800.00	91.11%
Programs	0.00	1,955.00	0.0%
<b>Total Revenue Prior Yr Inc</b>	1,640.00	3,755.00	43.68%

<p>* =&gt; NA 19 leaders, \$520 UK 1 leader, \$30 WWR not Russia 19 leaders, \$570</p>	<p>Total fee s in 2015: \$1,640</p>
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<b>Total Sources of Funds</b>	28,426.05	36,955.00	76.92%	Russia 22 leaders, \$520
<b>Cost of Goods Sold</b>				
<b>Cost of Goods Sold</b>	<u>0.00</u>	<u>75.00</u>	<u>0.0%</u>	
<b>Total COGS</b>	<u>0.00</u>	<u>75.00</u>	<u>0.0%</u>	
<b>Gross Sources of Funds</b>	28,426.05	36,880.00	77.08%	
<b>Uses of Funds</b>				
<b>Accounting</b>				
<b>Financial advisor</b>	0.00	50.00	0.0%	
<b>QuickBooks payroll service</b>	382.16	375.00	101.91%	
<b>Tax preparer</b>	<u>0.00</u>	<u>75.00</u>	<u>0.0%</u>	
<b>Total Accounting</b>	382.16	500.00	76.43%	
<b>Contract Labor</b>				
<b>Community Coordinator</b>	346.50	900.00	38.5%	
<b>Guidance Council Chair</b>	<u>2,888.00</u>	<u>5,776.00</u>	<u>50.0%</u>	
<b>Total Contract Labor</b>	3,234.50	6,676.00	48.45%	
<b>Employee wages</b>				
<b>Executive Director</b>	8,000.00	12,000.00	66.67%	
<b>Office Assistant</b>	<u>4,333.36</u>	<u>6,500.00</u>	<u>66.67%</u>	
<b>Total Employee wages</b>	12,333.36	18,500.00	66.67%	
<b>IN Website Construction</b>				
<b>Technical Designer</b>	427.50	1,000.00	42.75%	
<b>z-Misc &amp; Contingency</b>	<u>0.00</u>	<u>500.00</u>	<u>0.0%</u>	
<b>Total IN Website Construction</b>	427.50	1,500.00	28.5%	
<b>Office Expenses</b>				
<b>Equipment</b>	131.40	150.00	87.6%	
<b>Internet Services</b>	771.50	1,500.00	51.43%	
<b>Office Supplies and fees</b>	575.48	800.00	71.94%	
<b>Payroll Expenses</b>	1,502.17	2,500.00	60.09%	
<b>Photocopying</b>	24.44	75.00	32.59%	
<b>Postage</b>	125.76	200.00	62.88%	
<b>Rent</b>	150.00	378.00	39.68%	
<b>Telephone</b>	<u>816.00</u>	<u>1,700.00</u>	<u>48.0%</u>	
<b>Total Office Expenses</b>	4,096.75	7,303.00	56.1%	

<b>Project Budgets</b>			
Guidance Council Initiatives	0.00	800.00	0.0%
Translation Projects	<u>265.00</u>	<u>1,000.00</u>	<u>26.5%</u>
<b>Total Project Budgets</b>	265.00	1,800.00	14.72%
Royalty Expense	101.00	101.00	100.0%
z-Contingency Fund	<u>0.00</u>	<u>500.00</u>	<u>0.0%</u>
<b>Total Uses of Funds</b>	<u>20,840.27</u>	<u>36,880.00</u>	<u>56.51%</u>
<b>Net Sources and Uses of Funds</b>	<u>7,585.78</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Sources and Uses of Funds</b>	<u><u>7,585.78</u></u>	<u><u>0.00</u></u>	<u><u>100.0%</u></u>

Balance Sheet

Dances of Universal Peace International  
Balance Sheet, September 1, 2015

	<u><b>Sep 1, 15</b></u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Key Bank checking	20,411.21
Key Bank Money Market	550.04
UrbanPartnershipBank MoneyMarkt	<u>22,206.62</u>
<b>Total Checking/Savings</b>	43,167.87
<b>Accounts Receivable</b>	
Accounts Receivable	<u>5,010.00</u>
<b>Total Accounts Receivable</b>	5,010.00
<b>Other Current Assets</b>	
Inventory	<u>1,739.48</u>
<b>Total Other Current Assets</b>	<u>1,739.48</u>
<b>Total Current Assets</b>	<u>49,917.35</u>
<b>TOTAL ASSETS</b>	<u><u>49,917.35</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	

<b>Other Current Liabilities</b>	
<b>Payroll Liabilities</b>	1,315.17
<b>Sales Tax Payable</b>	<u>-12.41</u>
<b>Total Other Current Liabilities</b>	<u>1,302.76</u>
<b>Total Current Liabilities</b>	<u>1,302.76</u>
<b>Total Liabilities</b>	1,302.76
<b>Equity</b>	
<b>Total Fund Balances</b>	41,028.81
<b>Net Income</b>	<u>7,585.78</u>
<b>Total Equity</b>	<u>48,614.59</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>49,917.35</u></u>

Munir commented that the organization is in good shape financially and that things are going pretty much according to plan. Donations are ahead of budget largely because the Campaign for 2015 exceeded its goal. Leaders Guild fees are on track, although there has been some difficulty getting leaders to renew in specific areas such as South America, where we are unable to mail notices and need to rely on e-communication. In some cases mentors have been helpful in encouraging leaders to remain active in the Guild. Sales have continued to exceed targets, thanks to Martha's efforts to reduce our inventory of CDs and other materials. There are further expenses expected for website redesign project and for translations, especially of the Dutch language website. Munir projects that the net surplus for 2015 will drop somewhat from the \$7,585.78 shown as at August 31.

Kabir added that, as Treasurer, he is pleased that the first year of our transition to a smaller operation is on target. He noted that the sustainable budget plan now depends on implementing the Leaders Guild fee increase effective January 1, 2016, expressing the hope that we will realize the necessary increase in overall revenues. Arjun commented that the US dollar is now much more expensive in South America, and Kabir added that this is true in other countries as well. Munir wondered whether we might need to re-think the planned 20% fee increase. Kabir responded that he would prefer to address any problems through the fee support fund, increasing that fund through further fund-raising if need be toward equitable participation.

Munir noted that the amount shown as "Accounts Receivable" on the balance sheet is for Leaders Guild fees that have been collected by regions but not yet transferred to DUP International.

## **2. Administrative Committee Report**

All Board members had been sent the notes from the Administrative Committee's meetings of June 30 and August 27, 2015. These meetings did not address matters other than those on the agenda of this meeting.

### 3. Executive Director's Report

a) Website Overhaul - Munir reported that the new website is going "live" tomorrow. A lot of work was required to implement the new color scheme and eliminate Flash from all pages, but it will be a refreshing change with improvements in functionality such as access to various languages. There may be some bugs still remaining to be discovered. A key improvement is adding Facebook links from all pages in anticipation of action to create a stronger presence there (see Communications Committee report below).

Kabir asked whether the new website has been optimized for mobile devices. Munir responded that this was not part of the objectives of the update. He added that his exploration of an app to access the Resource Library has led to the conclusion that the development would not be cost effective. Zarifah commented that the existing website is adequately accessible from her mobile device, although entering passwords and search terms can be fiddly.

b) Dutch Language Website - Munir reported that more work needs to be done on the Dutch language pages, which will in some cases appear in English until the remaining translation work is completed.

c) November 2015 e-Newsletter - Munir reported that plans for the November Leaders Guild e-Newsletter are on track and will include an article from Murshid Saadi.

### 4. Communications Committee

Arjun recalled that the Communications Committee had been created by combining the two standing committees recommended in the Planning Committee report. Initially, there was a period of waiting for direction from the Board and at the same time developing suggestions from within the Committee as to its objectives and activities. In considering the question of why communications needed to be improved, committee members found a shared interest in networking. But, the committee was interested in more than the technical side of creating websites and social media. How can we create a more vibrant and interactive Dance community? How can we show what is happening with the Dances in different parts of the world? Arjun noted that the committee encountered some "edginess" as it probed these issues together with the importance of transmission.

Four areas were identified that the Committee wanted to address:

- 1) outreach – how can we support the spread of the Dances, particularly to young people?
- 2) transmission – supporting the depth of the work
- 3) networking – building the "glue" of our Dance family
- 4) communication.

Some effort was devoted to creating a survey of Leaders Guild members to test whether information could be gathered that would further the above purposes. A draft of the survey was shared with the Administrative Committee, which raised some concerns at its June 30 meeting. As a result, the survey idea has been put on hold until there is further direction and the resources needed to pursue it.

Rashid concurred with Arjun's report.

Munir supported the Communications Committee's view that we need to move more information from the periphery to the center and elsewhere. He identified Facebook as the best vehicle currently available to achieve this, although one needs to join Facebook in order to participate, and the platform may be different depending on one's geographic area or language. Munir reported that the existing DUP International Facebook page has more than 1,400 "likes" and could become much more active with additional and more frequent posting activity. Darvesha asked how people would know when something has been posted to the page, noting that she doesn't always see that information herself. Munir responded that posts would show up in the news feed of each person who has "liked" the page. Rashid cautioned that Facebook filters the distribution of posts in ways that are not totally transparent and tries to convince page owners to pay for broader coverage.

Arjun described the difference between Facebook pages and Facebook groups. Facebook pages allow an entity such as DUP International to have a corporate presence on Facebook and attract attention of anyone who may be interested. However, only the owner of the page can post material. Visitors are permitted to post, but while these posts can also be accessed by others, they are hidden from the main page, and thus not very prominent. Facebook groups, on the other hand, consist of people who have elected to join the group (which can either be open to all or restricted to specific invitees). Any group member can post to the group's page, and what is shared depends on what members choose to share, not by a single entity. Arjun described a page that he has created, noting especially that he moderates the page by deleting posts that are not relevant to the focus of the page (e.g. yoga classes instead of Dances of Universal Peace).

Munir expressed appreciation for Arjun's explanation of the two options for using Facebook. Darvesha added her view that a group is what is needed to achieve the lateral sharing of information that is envisaged. She also suggested that we close the DUP International Facebook page at the same time, noting that we do not require a corporate presence on Facebook. Zarifah agreed. There was discussion of the existing Facebook group "Dances of Universal Peace - This Generation ~ Next Generation" which was created several years ago following a Wilderness Dance Camp. Would adding members to this group achieve the purpose of greater lateral communication among Leaders Guild members? And, alternatively, would creating a new group for our purposes be unwelcome by those already participating in the existing group (and other similar groups)? Kabir expressed some uncertainty of what purpose would be achieved by the expanded use of Facebook. He suggested that the new group be limited to Leaders Guild members, and focused on their interests, in keeping with the purpose of DUP International. Rashid proposed instead that it also be open to others who may be interested, since this could increase interest in the Dances and the Leaders Guild.

Rashid also commented that the Yahoo Group is a more suitable vehicle for focused discussion of topics. He felt that more needs to be done to encourage discussion on that platform. Darvesha suggested exploring that in a separate discussion, noting that the considerable efforts put into encouraging discussion over the years have not met with success.

Maris commented that Facebook groups are meant to be small and that large groups become limited in terms of what they can achieve.

Munir commented that he was hearing a consensus to create a new Facebook group instead of the existing Facebook page. He suggested, in view of the hour, that the Board take up discussion of other aspects of the Communications Committee report at its next meeting.

**6. Next Meeting – Tuesday, December 1, 2015, at 3 pm Mountain Time**

The meeting adjourned. (4:20 pm MDT)