

## INTERNATIONAL JUGGLERS' ASSOCIATION MEMBERSHIP MEETING

JULY 18, 2012... 12:00PM EASTERN TIME  
WINSTON-SALEM, NC

1. Call to Order... Kim Laird called the meeting to order at 12:07pm eastern time.
2. Establishment of Quorum... Rob Barowski made motion to move the membership meeting to a different room other than the gym. Seconded by Cheryl Sayers. Vote: Unanimous approval
3. Approval of Agenda
  - Motion to approve - Don Lewis
  - Seconded by - Matt Weiss
  - Discussion - none
  - Vote: Approved unanimously
4. Candidates for the 2012-2013 Board of Directors introduced themselves to those in attendance. Candidates were Scott Krause, Cameron McEwen, Nathan Wakefield, and Erin Stephens.
5. Reports
  - European Representative (Niels Duinker)...  
Niels asked the board for more direction as to what the European Rep should be doing. Requested a job description of duties. Presented ideas on promo posters and other materials being available in different languages for IJA promotion.
  - 2012 Festival (Matt Hall)...  
The fest is happening. The message is that we're going to lose money but the question is how much. The goal is to lose less than 5 figures. If it's less than \$10,000 that's less than last year but would still like to break even if possible. The budget was based on an attendance of 320. Pre-reg was 280. Day-to-day numbers are not known. Register is doing well but early morning hours someone set off fire extinguisher which we pay for. We were required 800+ rooms filled. Ran about 100 rooms short and that is on us. There was also a \$10,000 food and beverage requirement. Looked at ways to get value for that monetary requirement. Probably spending \$15,000 on food and beverages for the jugglers. People like free food. We need to pay for it so we might as well get value for our buck.
  - Happy with the t-shirts. Happy with the wristbands. Happy with Cascade of Stars. Fest budget was \$91,000 and probably spent \$20,000 on Cascade of Stars alone. This festival, more than in previous years, is essentially comp free.
  - Future Festivals (Mike Sullivan)...

As of today signed contract for 2013 at Bowling Green State University, Bowling Green, Ohio July 15-21. Some strong finalists for 2014 but no final prospect yet. We have confirmed contract with Winston-Salem for 2015. We have until July 2013 to cancel with no penalty. We have not been on a college campus since 1997. It will lower the cost for most attendees by almost half. Beautiful, modern facilities. We will be able to sell camping space for \$10 per person. No commercial airport in Bowling Green. Easy to drive to BGSU. IJA will be able to arrange low cost motorcoach shuttles for approximately \$35-\$50 round trip range. Whoever is fest leader will need to start messaging early and often for a whole new way of holding a fest. It is possible that something has changed in the world and the type of festival we have been running is just not viable anymore. Need to look at a new model due to our attendee numbers.

### Financial (Kim Laird)...

See attached financial sheets for Q4 of 2011 and Q1 of 2012.

Festival financial report will be given with Tuesday's numbers included.

Holly Greeley files for an extension for the 2011 IRS 990. Once completed it will be posted on the IJA website.

### Website Team (Mike Sullivan/Martin Frost/Erin Stephens)...

No written report submitted.

### Memberships (Marilyn Sullivan)...

# member records 1159

# total members 1374

# families 159

# youths 60

# life members 281

### Education (Kevin Axtell/Erin Stephens)...

The IJA Youth Education Program now has 27 Certified YEP Reps, 10 of which organized 6 active YEP Pods and reached a total of over 1,000 youth during the 2011-2012 school year.

At the 2012 festival, 12 new YEP Reps will be certified – many of whom are very motivated, and have either already started youth programs, or are committed to doing so.

In the upcoming year, we plan to explore the option of doing an online certification program, in order to train international YEP Reps. YEP has been approached by youth juggling educators in Hong Kong, India, and Mexico – and we would like to move towards making YEP an umbrella program to support and unite international youth juggling education.

### World Juggling Day (Erin Stephens)...

The 2012 World Juggling Day was a huge success! Components of this year's WJD celebration included a t-shirt design contest, a "Happy World Juggling Day" video featuring international jugglers released on June 16, and a WJD collaboration video documenting world wide celebrations and events of the day. The t-shirt design contest was a first time event, had 28 entries, and received over 1,000 public votes. The videos were both very well received by the international juggling community, and the number of

countries contributing to the collaboration more than doubled from 2011.  
Marketing/Promotions (Thom Wall)...

**Grants:** Began work on grant proposal for exhaustive IJA Archives documentation campaign. Next step: finding foundations with interests aligned to this project. Obstacle – Thom has no free time to dedicate to this project at present.

**Tutorial Contest 2012 (3<sup>rd</sup> Annual):** 53 videos from 12 countries.  
14 prize contributors (including IJA), \$3,540 in prizes (MSRP, est.)

Judging panel of 8, representative of many disciplines and countries. Missing female judge this year (got no responses from the people emailed until very, very late in the game.) Have some of next year's judges tentatively lined up.

People's Choice Award drew X votes from all over the internet. Awareness of the IJA and this program increases every year through social network virality and entrants' free-agency.

This contest's expansion clearly helps the IJA fulfill its mission in a very literal, tangible way.

**Job Descriptions, Internal Clarity:** As of last week, we've begun an effort to update IJA volunteer position job descriptions. This will help the organization better understand and utilize its volunteers' time more effectively and efficiently. This should also help volunteer recruitment.

Enhancing the IJA's ability to work efficiently clearly helps the organization "render assistance to fellow jugglers".

**Interact!:** Interactive column in the eZine – I'm a little over-extended here... if someone is interested in helping me with it behind the scenes, I'd be more than happy to have the help.

A few contests/games have had some good success, though adhering to the publication schedule more diligently would really make the difference.

Next contest – routine development – not unlike the Individual Prop Competition... just with constraints. I need to find the time (or to find a volunteer!) who would be interested in creating a video overview of the rules, etc. (...anyone? Anyone?)

I don't have any statistics regarding participation offhand, though I can say that we've attracted an interesting variety of participants from across the Anglophonic world. One goal of video contests, like the pending routine competition, is to increase participation in the Spanish- and Portuguese- speaking world.

**Internet Demographics / Social Media:** At the time of writing, the IJA's Facebook page has 3,285 followers.

To put this into context, Dube has 3,238. The WJF is connected to 3,324 people. Malabares (Mexican store) is followed by 60k+

Our audience on Facebook is composed of 2,000 11 English Speakers, 800 11 Spanish speakers, and some 500 fans of other language heritages. While online following is mostly English-Speaking, the Spanish- Speaking demographic is growing. Our continued outreach to this demographic through eZine article translation and IRC competition will only expand our relevance, and will allow us to continue to further our mission to more people.

Interestingly, only 1,500 followers are from the USA – less than half. Following the US, top countries are Chile (#2), Mexico (#3), the UK (#4), and Canada (#5).

Our recent decision to lower membership fees should help us convert social media followers into donors, provided we begin to make a concerted effort to have members-only articles translated into our target demographic's language. Erin is making a trip to South America this year for the IRC events, which makes this a particularly time-critical effort.

IRC (Erin Stephens)...

The 2011 IRC in Guadalajara, Mexico, was a huge success. Not only were there a total of 15 competitors with high skill level, but it has succeeded in spreading awareness of the IJA throughout Mexico, and building a lot more interest in our organization throughout Mexico and greater Latin America.

The goal for the Fall of 2012 will be to host two IRCs in South America. One will be hosted by the 14<sup>th</sup> annual Circo Chile Festival, which is the largest and most respected Chilean circus festival and had an attendance of 1,300 people last year. The other will be the...

Props 2 U (Erin Stephens)...

The 2012 Props 2 U donation drive has collected a total of 121 props, including clubs, balls, torches, rings, cigar boxes, devil sticks, and diabolos. The donations this year are going to MMCC in Afghanistan, Juggling Life in New Hampshire, Performing Life in Bolivia, and to YEP Reps across the US.

At the 2012 Festival, we will be doing a prop donation drive, specifically being collected for the Performing Life program.

Vendor Discount Program (Dave Pawson)...

The board has been searching for new benefits to provide our members in exchange for their membership fees. In our June board meeting, we took an important step towards offering a new benefit to our members. The board approved the use of eJuggle advertising space, to be granted to vendor partners. In exchange, those vendors will be offering discounts to IJA members. The technical details of putting those discounts into place are being sorted out now, but the following vendors have agreed to participate at this time:  
Bodyhoops.com will be offering a \$5 coupon per purchase to IJA members, while

returning 10% of the purchase price to the IJA  
*Brontosaurus Balls* will be offering a 14% discount to IJA members  
*Dube'* will be offering a 10% discount to IJA members  
*Juggling Fashion* will be offering a 10% discount to IJA members  
*The Juggling School* will be offering a 10% discount to IJA members on individual lessons with Anthony Gatto  
*Neon Husky* will be offering a 10% discount to IJA members  
*Sport Juggling Company (Sportco)* has expressed interest in participating. Specific details are being sorted out.  
*Sweets Kendamas* has expressed interest in participating. Specific details are being sorted out.  
The discount related to [Bodyhoops.com](http://Bodyhoops.com) is unusual and merits some explanation. That particular arrangement is part of an existing partner program offered by [Bodyhoops.com](http://Bodyhoops.com); we needed to fit within their existing promotions, and this particular offer was the most beneficial to our members. Members do benefit indirectly by the 10% return to the IJA as well; any income the IJA brings in helps to provide better benefits or reduce membership costs in the future.  
We also welcome the involvement of more vendors in the future. We've had promising exploratory talks with other vendors who may join the program in the future.  
Once the technical details have been resolved, we'll be announcing specifics on eJuggle, complete with an explanation of how members would take advantage of these discounts.

#### Membership Dues (Dave Pawson)...

When we made the difficult decision to discontinue the printed magazine, we knew that it took away a benefit that many of our members valued greatly. We're really excited with the progress of eJuggle as a replacement, and in the coming year will be making more use of spectacular Members Only content to replace the lost value to members. But beyond that, we felt that an adjustment in pricing was in order. In our June board meeting, we approved the following change in membership pricing:

- Individual membership pricing drops from \$40 to \$29
- Youth membership pricing drops from \$31 to \$24
- Lifetime membership pricing drops from \$1500 to \$1250

Pricing for additional family members was not discussed, and will therefore remain at \$5 per family member.

All price drops will be effective as of August 1, 2012.

Some members have chosen to purchase multiple years of membership ahead of time. Any members that have full years of membership as of August 1st, 2012

that

have not begun when the price drop takes effect will have the duration of their membership proportionally extended to reflect the reduced pricing for those complete years. For example, an individual may have purchased two years of membership in May. The first year, from May 2012 to May 2013 will have already begun, and will not benefit from the price drop. However, the year from May 2013 to May 2014 will not have begun. Consequently, an additional 138

days of membership would be credited to their account, because the 365 days they purchased would be increased to  $(40 / 29 * 365)$  days.

#### 6. Election Information

The polls shall be open for members to vote in person from one hour prior to the scheduled start of the members' meeting **until thirty minutes after the members' meeting has adjourned**. If there are members queued to cast votes in person at the end of this time then the polls shall remain open until no queue for voting in person remains. Polls are located in the gym near the registration table. You must have a valid form of ID to vote or someone eligible to vote and who has ID must confirm the identity of the member without ID.

#### 6. New Business

A. Those board members leaving the board after this election were recognized. Thank you to Richard Kennison, Matt Hall, and Kevin Axtell for your service to the IJA.

B. Possibility of juggling app was discussed by Dave Finnigan.

#### 8. Announcements

- a. Next Board Meeting... 9am Thursday, July 19... Room G
- b. Other - No other announcements.

#### 9. Adjournment

Motion made to adjourn by Madelyn Dinnerstein. Vote: Unanimous approval. Meeting was adjourned at 1:23pm eastern time.