

TCA Transitional Board Meeting  
July 17, 2015 6:30-8:30PM PDT  
via GoTo Meeting

## AGENDA

- I. Called to Order at 6:32PM
  - A. Present: Wisa Uemura, Jane Lin, Derek Oye, Rome Hamner; Johnny Mori, Stan Shikuma, Alan Okada, Margaret McKenty, Linda Uyechi; Executive Director: Bruce Davis; NATC Coordinator: Elise Fujimoto
  - B. Regrets: Stuart Paton
- II. Approval of Previous Meeting Minutes (May 11, June 10, June 23)
  - A. Johnny Mori moves to approve May 11, 2015 minutes; Alan Okada seconds; 7 approve, 1 abstain.
  - B. Johnny Mori moves to approve June 10, 2015 minutes; Wisa Uemura seconds; unanimous approval.
  - C. Johnny Mori moves to approve June 23, 2015 minutes. Alan Okada seconds; 7 approve, 1 abstain.
- III. Committee Reports
  - A. Executive Committee/Finance (Finance Chair: Wisa Uemura)
    1. Questions/Answers Regarding Financial Report
      - a. All projected expenses incurred during UNLV are on spreadsheet. Workshop leader travel has not been paid out yet.
      - b. Wisa will send out an email to all board members clarifying what board donations have already been paid out and what is still planning to be donated.
      - c. Utilities (under Occupancy) is the cost of our online softwares (SurveyMonkey, Jotform, Google, etc)
      - d. CAC grant is on the cash flow, projected as coming in at September 2015.
      - e. Ticketing software was for cvent, the software used for NATC registration. For the cost, it is likely that we will not be using this as a recurring expense.
      - f. Professional fees for July have already been paid out. In August, the fees are higher because Vera (bookkeeper) needs to do our taxes and Lindsay (Salesforce expert) will be needed for Salesforce cleanup.
      - g. FY 2014 information is ready for August tax deadline, except for in-kind donations.
      - h. It is NOT confirmed that UNLV bill can be paid out in installments. Bill has not been received. Once bill has been received and Elise has gone through it to verify, there will be 30 days to pay or talk to UNLV regarding installments.
    2. Exec Comm's Recommendations
      - a. JULY:
        1. Final month for ED and NATC Coordinator. Contracts for both position will end as of July 31
          - a. Bruce is composing a list of items that he is the

- primary signaturor for. He will be consulting afterwards to help follow up with grants.
  - b. Elise is willing to help out on a volunteer basis, especially with negotiating UNLV bill. Otherwise, Johnny and/or Wisa will represent TCA.
  - c. Messaging of not renewing ED contract needs to be carefully worded. Wisa will come up with a draft for approval. Bruce can write a letter, if he would like.
- 2. Secure probono crisis management and recovery expertise (to both mitigate negative cash flow and strategize moving forward to sustainability)
  - a. Wisa and Rome know some people that they can reach out to. Anyone else, please provide any other suggestions.
- b. AUGUST: data/infrastructure overhaul
  - 1. Salesforce clean-up and alignment with external databases (ex Cvent, PayPal)
    - a. Linda and Sue have started this and will be looking to touch base with Derek and Jane. There will be some additional volunteer work required to clean up data, but not sure how much.
    - b. Lindsay would be paid to help on this item. Wisa has accounted for some hours on the financial report.
    - c. Lindsay and Elise have touched base on this subject and can offer some insight.
    - d. Linda will touch base with Sue and take on the lead to obtain the following:
      - i. How much funds are needed.
      - ii. How much volunteer man hours are needed.
      - iii. How much cleanup is needed.
    - e. Linda and Sue have thought about approaching Lindsay to consult probono. Any future conversation with Lindsay should be coordinated with Linda and Sue, since Lindsay's time is billable.
  - 2. Analysis of manpower/data/infrastructure issues of past year
  - 3. Design new infrastructure based on volunteers with some contract services (Vera/bookkeeper and Lindsay/SalesForce, Peter/IT)
  - 4. Membership Committee begin planning for membership

drive (consider membership levels/rates, group rates, member benefits, solicitation of new members, recognition of supplemental donations, etc)

- c. SEPT
    - 1. Proposed Plan (including membership fees, benefits, renewal timing) for membership drive submitted for approval at September Board meeting (Mon Sept 14)
    - 2. Launch a successful membership drive with \$50k goal (by end of September).
      - a. Collect money in real-time, not pledges.
      - b. \$50k = 1000 registrations
  - d. OCT
    - 1. Begin real-time collection of membership renewals, new member solicitation, and supplemental donations (monthly goal \$12,500, but would like to collect as much as possible as early possible)
  - e. NOV
    - 1. Continue real-time collection of membership renewals, new member solicitation, and supplemental donations (monthly goal \$12,500)
  - f. DEC
    - 1. Continue real-time collection of membership renewals, new member solicitation, and supplemental donations (monthly goal \$25,000)
  - g. FALL
    - 1. Coordinate at least 2 webinars before end of year
3. Discussion regarding recommendation/next steps
- a. Part of CAC grant was originally submitted to cover salaried staff. Grant started from June 28. CAC usually allows a revision of budget.
  - b. Given the financial situation that we are in, the recommendation seems like a reasonable course of action to take.
  - c. If we are going to go forward with the recommendation, everyone should acknowledge that there will be minimal salaried staff and the organization will return to a largely volunteer-run organization.
  - d. [Wisa Uemura moves to approve the executive committee's recommended course of action for the remaining calendar year of 2015. Alan Okada seconds. Unanimous approval. Motion approved.](#)
  - e. Thank you Bruce for your accommodation of this decision and your help with TCA over the past year.
  - f. Johnny is looking to potentially come up to the Bay Area to meet with various folks. He will coordinate schedule.

## B. NATC Committee

### 1. Post-NATC Survey

- a. 201 people (approximately 50%) filled out survey.
    1. Wisa noted that 30% is considered a well-responded survey.
  - b. 55% were female
  - c. 30-39 was most popular age group. 60-69 was the second most popular age group.
  - d. 40% of attendees had never attended NATC before.
  - e. 40% of attendees had 1-5 years of experience.
  - f. 84 people answered the question regarding meal plan.
    1. 67% of those that answered (57 people) did purchased a meal plan.
    2. 50% of those that purchased a meal plan (28 people) said that the food at the dining hall was not satisfactory.
  - g. Overall, most attendees thought that the pace was good. A couple of comments were made that there were too many events lined up.
  - h. Major events (Welcome Reception, Taiko Jam, Taiko Ten, Taiko Talks, etc) received an average of 4 out of 5 rating.
  - i. Workshops did not received a rating lower than 4.2 rating.
  - j. Facilities did not receive a rating lower than 3.9 rating.
  - k. 94.45% said that they would attend NATC 2017.
  - l. Elise will email out the survey information to the board.
2. Some NATC merchandise was sold at the San Jose Obon potluck
    - a. Items were sold at \$5/piece and we made \$145.
    - b. Elise will pass money and PayPal swipers to Wisa.
  3. NV Arts Council grant was submitted on the 7/15. Final budget was in line with proposed budget.
  4. NATC 2017
    - a. Extension of deadline for NATC proposal submissions by one month has been approved. New due date is Mon Aug 17. Elise will send out email tomorrow
    - b. Diana/San Diego had asked for a couple of day extension. She has already gathered the San Diego taiko community to discuss the feasibility and is putting together proposal.
    - c. Solicitations have gone out to potentially have LA and Sacramento put in a proposal. All board members should reach out to any contacts in LA and Sacramento that would be a part of hosting NATC.
      1. Rome has reached out to Tiffany T. Johnny can also send her an email.
      2. Jane has reached out to a younger taiko community to propose the idea. These people are currently trying to see if this is possible and also navigating around any necessary politics.
  5. Elise will draft a proposal for promotional use of videos from NATC for the August meeting. TCA should be responsible for obtaining approvals from

the Taiko Ten groups. For kaDon, approvals were considered differently since they are mainly a learning center and not a group that does performances often. Approvals will be needed for each participant of the kaDon set.

6. Elise is planning to submit NATC Final Report on Aug 1, even though this is after her contract. Since her contract ends on July 31, the Board requests that Elise actually submit her report on July 31.
7. Elise is still chair of programming committee. Stan is still chair of NATC Committee.
8. Kudos to Elise!

#### C. Fundraising Committee

1. New chair is needed.
  - a. Wisa nominates Derek Oye. Margaret McKenty seconds.
  - b. Rome has experience with grant-writing.
  - c. Rome and Derek will co-chair Fundraising Committee.
2. Money Committee was split into three committees but there was no structure of how members were split.. Members of the committee have not convened in a while.
3. Derek will touch base with Sue regarding where the committee currently is and transition Sue's knowledge.
4. Fundraising Committee includes an umbrella outside of memberships such as donations, other revenue streams, etc.

#### D. Board Development Committee (BDC)

1. BDC should continue to maintain relationships with people who have expressed interest in being on the board, but just could not serve at the time of the last nomination process..
2. A shortlist should be kept at all time.
3. The committee should be familiar with nomination process as approved by the board.
4. New chair is needed.
  - a. Wisa volunteers
  - b. Wisa will touch base with committee members who served this past year (Yuta Kato, Ron Miyamura, Roy Hirabayashi).

#### E. Membership Committee

1. Linda suggests Membership be rolled up into Fundraising for the short term. Wisa notes that Fundraising needs to jump start on other things outside of Membership.
2. This committee needs to propose the value proposition of TCA membership. The committee should also cover membership servicing (communication, solicitation, benefits, cultivation, etc).
3. Current membership staff: Elise, Bruce, Lindsay, Aya, Sue, Yuri
4. New chair is needed.
  - a. Margaret and Derek will co-chair Membership Committee.
  - b. Contact Linda as well since membership involves Salesforce.
  - c. Aya Ino is currently the chair. We will need to touch base with her regarding the situation and the need for a board member to chair this committee.

#### F. Finance Committee

1. Wisa is new chair.
  2. Executive Committee will continue to serve as Finance Committee
- G. Comm Comm
1. Jane suggests that Comm Comm be disband.
  2. Derek states that he will need a strong Comm Comm for Fundraising/Membership drive.
  3. If this is the case, who is chairing the committee? Wisa states that this is secretary's responsibility if no one steps forward.
  4. Jane is not willing to chair Comm Comm.
  5. Elise notes that in previous events, the person who is chairing the program comes up with a plan and Comm Comm executes it.
  6. Comm Comm should have the expertise to come up with a marketing plan that is effective.
  7. This discussion has been postponed in the interest of time. A decision needs to be made regarding the the chair at August board meeting.
- H. Programming
1. Elise is still chair of this committee.
- I. Tech Resources
1. Linda will chair this committee for now.
- J. Wisa to send document that outlines what is the responsibility of each committee. The document may be a bit outdated.
- K. Jane recommends doing a "membership cleanup" of your committees (ask members if they still want to be involved).
- IV. Executive Director's Report/Highlights (Bruce)
- A. Bruce will send out a written report.
  - B. Thanks for the opportunity to work together for the past year.
  - C. NATC is a great thing and needs to be done at the right place and right time.
  - D. There is still more money that could be solicited from various foundations.
  - E. On behalf of the board, Johnny thanks Bruce for his work this past year.
- V. Old Business
- A. Outstanding Action Items (may be included in committee reports)
    1. Completion of In-Kind Volunteer Time form - Lindsay working on this.
      - a. Form needs to be simplified.
      - b. Bruce to send out some questions to [all-comm@taikocommunityalliance.org](mailto:all-comm@taikocommunityalliance.org) and NATC Host Committee ([natc-comm@taikocommunityalliance.org](mailto:natc-comm@taikocommunityalliance.org)).
- VI. New Business
- A. None.
- VII. Action Items
- A. Wisa will send out an email to all board members clarifying what board donations have already been paid out and what is still planning to be donated.
  - B. Wisa to send out draft of messaging for ending ED contract as well as clarification of board pledges already honored.
  - C. All board members to reach out to anyone who could offer probono crisis management and recovery expertise. Discretion is appreciated in this process as messaging regarding financials is still being decided.
  - D. Linda will touch base with Sue and find out more information regarding necessary data/infrastructure cleanup.

- E. Elise will email out the Post-NATC survey information.
  - F. Elise to send out email regarding NATC 2017 proposal deadline extension.
  - G. All board members to solicit to anyone who is willing to put in a proposal for NATC 2017.
  - H. Elise will draft a proposal for promotional use of video from NATC for the August meeting.
  - I. All board members to consider need to pay donations within upcoming months.
  - J. All board members to recommend members for various committees.
  - K. Elise to send NATC Final Report by July 31.
  - L. Board to contact Aya Ino regarding Membership Committee chair position.
- VIII. Announcements
- A. Next Board Meeting: Sunday August 9, at 6:30-8:30pm PDT
    - 1. Regrets: Stuart
  - B. 2015 TCA Board Meeting Schedule
- IX. Adjourn at 8:42PM.

Minutes approved.