

TCA Board Meeting
September 14, 2015 6:30-8:30PM PDT
via GoTo Meeting

AGENDA

- I. Called to Order at 6:35PM.
 - A. Present: Rome Hamner, Jane Lin, Margaret McKenty, Johnny Mori, Alan Okada, Derek Oye, Stuart Paton, Stan Shikuma, Wisa Uemura, Linda Uyechi, Committee Chairs: Elise Fujimoto
- II. Approval of Previous Meeting Minutes
 - A. **Johnny Mori moves to approve August minutes; Rome seconds; Unanimous approval. Motion approved.**
- III. Committee Reports
 - A. Executive Committee (Chair: Johnny Mori)
 1. No new updates. Items will be discussed within committee reports.
 - B. NATC Committee (Chair: Stan Shikuma)
 1. Two proposals were received
 - a. San Diego
 - b. Berkeley
 2. NATC committee recommends San Diego proposal with the caveat that Johnny visits the SD site to verify the facilities.
 - a. Invitational 2013 was hosted at UCSD. Johnny asked for feedback from participants and workshop leaders.
 1. Campus is hilly. This many impact equipment movement. Carts, dollies, and vehicles will be needed.
 2. Dorms are a bit further away than they were in Las Vegas.
 3. Workshop leaders mentioned that there were lecture halls and classrooms that were used as workshop spaces.
 - b. There is a concern regarding the size of the performing center. Capacity is 700-800 people. We would have to schedule two shows to consider the show as a revenue source.
 - c. Three dates were provided by UCSD
 - a. Aug 10-13; 2nd weekend of August (more preferred)
 - b. end of August (less preferred)
 - c. two weekends in June (these dates were eliminated due to inability to hit attendance and volunteer goals if NATC were in June)
 - d. Obons are usually mid-June to mid-August.
 - e. Some colleges start in late August and Hawaii public schools start in July.
 - d. Diana has contacted 6-7 taiko groups and they have elected Diana to chair the host committee.
 - e. Equipment should not be an issue due to proximity to SoCal, if SoCal groups can donate equipment.
 - f. Cost was pretty close to UNLV.

1. There is no sponsoring department. However, a member of the host committee does work for the university and help organize conferences.
 - a. What kind of relationship does he have with the school? Is it a reliable contact point with the university? Will he be able to get any financial discounts?
 - b. Host committee has the support of the campus taiko group. However, how much of an impact will this be?
2. Conversations should start within NATC committee regarding finances.
 - a. Johnny mentioned that the facility cost is \$40-50k, which seems too high for us.
 - b. Maybe this is just the cost of facilities, going forward. We need to work to balance our NATC budget, given this cost.
 - c. Registration numbers is a big factor. If we had 100 more participants at UNLV, we would have broke even.
 - d. We want NATC to pay for itself, but we also want to keep it accessible to all people.
 - e. We need to find other funding sources so that 80-90% of revenue is not just registration.
3. Is there a budget in place?
 - a. No, this was not a requirement of the RFP. Proposal/host committee just needs to provide accurate costs of facilities.
 - b. Budget will be the responsibility of TCA.
4. Wisa's biggest concern is the high cost.
5. Is there any way to reduce the cost?
 - a. Take it off campus and host the conference in various community facilities. However, then we have to factor in cost of transportation. We can host event at isolated retreat.
3. Two proposals were comparable but the San Diego group had a stronger support network.
4. NATC committee is asking for board approval and then will pursue the site and location in a more serious manner.
 - a. Timeline that was emailed to proposing locations stated that we will have a decision after this meeting.
5. Is the model that we have been doing for the past 20 years the one that we want to do for NATC 2017?
 - a. If we reduce the number of workshops, the workshops will have a large amount of participants, which could lead to less enjoyment by the participants. Also, we would need more selective process for workshop leaders.
 - b. We could reduce the number of participants.

- c. If we increase social time/activities, this would require fewer facilities, fewer workshop leaders, less equipment.
 - d. Part of NATC brand is that you can meet anyone and everyone at NATC.
 - e. One of the biggest perks of TCA membership is reduced fees at NATC.
 - 6. Who is responsible to find other funds?
 - a. Host committee can look at local funds. Johnny can ask about this when he makes the SD visit.
 - 1. Nothing in RFP indicates that they have experience with grants.
 - 2. Out of the 7 official taiko groups, 3 of them have a relationship with a 501c3 group. Narawan is an LLC; San Diego Taiko is a sole partnership; Asayake is under UCSD.
 - b. General campaign and statewide grants is on TCA.
 - 7. Are there any other key leaders of the host committee besides Diana?
 - a. There is no mention of any other leads besides Diana with the exception of the UCSD contact and an event planner.
 - 8. Margaret motions to approve the NATC committee's recommendation of the NATC 2017 site at San Diego, subject to satisfactory answers to board member questions. Wisa seconds. 9 approvals; 1 abstain. Motion approved.
 - a. Jane has concerns that we're getting backed into a corner and we're following into the same footsteps of NATC 2015.
 - 1. There needs to be at least 3 leads on the host committee to pull off a successful conference.
 - 2. There also needs to be strong support from TCA to guide a young hosting committee.
 - b. There is a tradeoff of selecting a location and starting to plan NATC vs selecting the right location.
 - c. NATC committee will need to look into TCA infrastructure and understand how TCA will support hosting location.
- C. Fundraising Committee (Chairs: Rome Hamner and Derek Oye)
- 1. We've drafted a case for support about TCA. This would be used as an introduction to grant applications. **Please provide your feedback directly on the document by 9/21/15.**
 - 2. We've done some grant research and have identified four prospects. **We're interested to know if anyone on the Board is already connected to three of them.**
 - 3. New foundations to research
 - a. Doris Duke Foundation - Not due until February. Derek/Rome will touch base with them in December. There is a national category that we qualify for, but don't fit the budget.
 - b. James Irvine Foundation
 - 4. Fundraising Schedule
 - a. This will be brought up under Membership Committee.
- D. Board Development Committee (Chair: Wisa Uemura)

1. In process of confirming committee members. Last year's committee members were Roy Hirabayashi, Wisa Uemura, Yuta Kato, Ron Miyamura.
 2. Reviewing list of potential applicants/nominees from prior year who deferred
 3. Working on solicitation/cultivation plan
- E. Membership Committee (Chairs: Margaret McKenty and Derek Oye)
1. Committee members are confirmed as: Derek, Margaret, Rome, Natalie Hudson, Yuri Yoshida. Co-chairs have been meeting regularly; date for first full committee meeting still needs to be set.
 2. Sue, Linda & Elise have generously shared expertise re: SalesForce, Taikothon, etc. (an ongoing process). Three SalesForce synch-up meetings have been held to date, more to come.
 3. **Draft TCA Membership Proposal for 2016 is offered to Board for review & approval.** Suggestions about membership structure, benefits, etc. received from past & current TCA Board members/staff have been incorporated as far as seemed practicable for the current campaign.
 - a. We do not have TCA infrastructure to support new types of memberships (ex. group memberships, etc)
 - b. Everyone's membership will be up for renewable at 12/31/15.
 1. If someone took on a membership at NATC, they would only be getting half a year of membership. However, they did get a tangible benefit (discount at NATC).
 2. We had 150 new memberships at NATC.
 - c. Lifetime membership (\$1000) is limited in timeline (until 12/31) and quantity (50).
 1. This is based on various others non-profits.
 2. We could allocate some of this money to a long-term fund.
 3. We could say that if we pass our monetary goal, then we would put the money into a long-term fund.
 4. Potentially make charter lifetime memberships vs. lifetime memberships. But there is no benefit of creating another title.
 - d. Early bird discount to renew membership.
 - e. Loyalty lottery based on years of membership. (For each year you have membership, you get a ticket in the lottery.)
 - f. Referral memberships will have its own lottery.
 - g. We could send a mister to every person who renews their membership but this would be a huge cost to mail.
 - h. Non-US members do not get the tax benefits as US members.
 - i. We should aim to have a year's worth of operating costs in reserve.
 - j. [Jane motions to approve the Membership Committee's TCA Membership Proposal. Unanimous approval. Motion passed.](#)
 4. **Draft Membership Drive Campaign 2016 is offered to Board for review.**
 5. **Board reaches (all hands on deck!) will be needed for major donors, draw prize donors, and vendor/ service provider negotiations.**

F. Finance Committee (Chair: Wisa Uemura)

1. Year-To-Date (YTD) Financial Report

- a. All TCA financial files (hardcopy and Quickbooks file) have been moved to SJT office for convenience.
 - b. All NATC15 expenses have been paid with the exception of UNLV bill (\$32,840), a newsletter ad (\$200) and travel reimbursement for Miyake (\$3,000).
 - c. There is still ~\$3000 outstanding in board pledges.
 1. Wisa can follow up with these, drums circle and corporate contributions.
 - d. If we can accomplish the \$50k membership drive, we would be in a similar financial position as we were at launch, before 2013 membership pledge drive.
 1. Need at least \$18k to match/keep CAC grant.
 2. Currently projecting \$12.5k of membership dues by end of October. This seems a little high.
 - e. UNLV has accepted our three month payment plan in October, November and December.
 1. Payments are due at the 1st of the month.
2. Collecting quotes from CPAs to prepare 2014 Federal and State tax forms
- a. Need the 2013 Statement of Information to get quotes, Vera trying to locate.

G. Comm Comm

1. New co-chairs will be Jen Caballero and Elise Fujimoto.
2. Jane is in progress of confirming committee members.
3. Will work closely with Derek and Margaret to help with membership drive.

H. Programming (Chair: Elise Fujimoto)

1. New co-chairs will be Elise Fujimoto and Jane Lin.
2. Elise is in progress of confirming committee members.
3. Will work closely with Derek and Margaret to help with membership drive.

I. Tech Resources (Chair: Linda Uyechi)

1. Current active committee membership: Peter Spangler, Susan Yuen (new), Linda Uyechi
2. Salesforce
 - a. Holding SF synch-ups with Membership and Fundraising comm. chairs to support upcoming campaigns.
 - b. SF updated with 2015 NATC participants and donors, new TCA members, 2015 Drummer's Circle, 2015 NATC Sponsorships and Silent Auction. (Thank you Sue!)
 - c. Membership drive process development: Review previous processes, streamline membership processing. Goal is to optimize data entry and curation, but reality is that membership processing is volunteer intensive.
 1. 15 mins per renewed membership

2. total of approximately 200 hours (>13 hours of labor for 5 people)
3. There are only 10 accounts of SF.
4. Limiting it to 5 people would keep a core group of volunteers handling the sensitive information.
- d. Highly recommend identifying an effective email messaging tool to re-connect with current membership and mailing list, e.g., ExactTarget.
3. TCA Service Accounts
 - a. Developing list of TCA accounts to monitor primary and other users, and to identify who currently holds credentials - and who should have them. (How best to accomplish comprehensive list?)
 - b. Developing best practices, e.g., Account Security Protocol.
 - c. Reviewed and updated TCA Tech Resources to update payments. Sue met with Wisa to hand off account payments. Updating is generating modest cost-savings.

IV. Old Business

- A. None

V. New Business

- A. Stuart has inventory from practice drum making kits. Talk to Margaret and Derek to incorporate into membership drive.

VI. Action Items

- A. Stan/Johnny to send San Diego RFP to all board members by Wed 9/16.
- B. All board members to send questions for vetting to Stan/Johnny by Mon 9/21.
- C. We've drafted a case for support about TCA. This would be used as an introduction to grant applications. Please provide your feedback directly on the document by 9/21/15 to Rome/Derek
- D. Wisa to follow up on board pledges, drummers' circle and corporate contributions.
- E. Committee reports inputted into 10/14 agenda by Saturday October 10, 11:59pm Pacific Time.

VII. Announcements

- A. Next Board Meeting: Wednesday October 14, at 6:30-8:30pm PDT
 1. Regrets: Rome
- B. 2015 TCA Board Meeting Schedule

VIII. Adjourn at 9:03PM.

Minutes not approved.