

TCA Board Meeting
November 13, 2015 6:30-8:30PM PDT
via GoTo Meeting

The intent of these abbreviated meeting minutes is to highlight Board actions, decisions, special events and projects. Please contact TCA at info@taikocommunityalliance.org for more details on any item.

AGENDA

- I. Called to Order at 6:36PM
 - A. Present: Johnny Mori, Alan Okada, Derek Oye, Rome Hamner, Stuart Paton, Jane Lin, Margaret McKenty, Stan Shikuma, Wisa Uemura; Committee Chair: Elise Fujimoto
 - B. Regrets: Linda Uyechi
- II. Approval of Previous Meeting Minutes
 - A. Alan Okada moves to approve summarized October minutes; Wisa seconds; Unanimous approval. Motion approved.
- III. Committee Reports
 - A. Executive Committee (Chair: Johnny Mori)
 1. Format of Board Meetings (Jane)
 - a. Jane reviews format of written reports prior to the meeting vs verbal reports within the meetings to help facilitate a more efficient meeting.
 - B. NATC Committee (Chair: Stan Shikuma)
 1. The Board has already approved a motion for San Diego as a site of NATC 2017 with the caveat that answers to some questions are needed. The final piece of information is regarding the cost of the facilities, which we are hoping to get by the end of the month. Stan/Johnny to send summary of recommendations via email (pluses and minuses).
 2. NATC Committee will meet on Saturday, Nov 14 to work on budget, brainstorm workshop leaders & Taiko Jam performers, discuss ways to help the SD committee and how to structure the NATC Committee.
 - C. Finance Committee (Chair: Wisa Uemura)
 1. YTD Financial Report as of 10/31/15
 - a. Membership drive surpassed expectations for first month, meeting our \$18k match required for CAC grant
 - b. Cash Flow tab reflects dues and donations posted in Salesforce as of 10/31/15 (there are a few that have not been updated yet).
 1. Current monthly expenses are \$4000.
 2. Form 990N filed for 2014 on 10/15/15
 - a. In 2014 TCA had gross receipts over \$50k, but IRS guidelines state that organizations averaging \$50k or less over 3 year period can still file this simple form
 3. DISCUSS/APPROVE: Proposed Operational Budget for 2016
 - a. This budget is similar to that of 2014 (non-NATC year). We are tracking 3 potential small grants. No anticipation of hiring a salaried person in 2016.

- b. NATC Coordinator will likely start the year of NATC. There may be a site visit late in 2016 for the NATC Coordinator.
 - c. Alan moves to approve the proposed 2016 operational budget. Stuart seconds. Unanimous approval. Motion approved.
- D. Membership Committee (Chairs: Margaret McKenty and Derek Oye)
 - 1. EOY2015 Salesforce report as of Tuesday Nov 10 (summary):
 - 2. Badge Proposal - as described in email (approval of concept, goals & rewards)
 - a. The first goal of membership drive was to fulfill CAC grant. Now, we are looking to motivate the community with another goal. Once the community “unlocks” a certain number of badges, there will be a reward. (This is a common phone apps concept.)
 - b. Maybe we can use more resources than just the board. Potentially put out feelers of what the community wants and then, if reasonable, award the community with those items. These suggested awards from the community may be more incentivizing to the community than just having the board be the award.
 - c. Jane moves to approve the concept of the Badge Proposal, its goals and rewards with the suggestion that rewards will be solicited outside of board resources. Wisa seconds. Unanimous approval. Motion approved.
 - 3. **Taikothon update & next steps (push from Derek)**
 - a. **Nov 22 2-6pm - SPREAD THE WORD!**
 - 4. Lifetime & Major Donor Members acknowledgment - deadline to self-assign: end of meeting
 - 5. We would like to reach out to Launch Meeting participants, interviewees, volunteers and staff to renew their membership. Margaret to draft letter for Johnny to sign and it will be sent out to all Launch Meeting participants that don't have a membership yet.
- E. Comm Comm (Chairs: Elise Fujimoto and Jen Caballero)
 - 1. TEAM INITIATIVES:
 - a. Promote Taikothon
 - 1. **ACTION ITEM (deadline Monday 11/16):** Create a 10 second video and email to sergio.minero.ii@gmail.com or text to 808-321-6683 about one of the items below:
 - a. Why should people watch Taikothon?
 - b. Why should people submit a video to Taikothon?
 - c. Who do you Taiko-ppreciate
 - b. Information Update
 - 1. **ACTION ITEM (deadline 11/18):** Fill out the Board member bio form (<https://form.jotform.com/52858448612969>)
 - 2. Social Media
 - a. Sergio is conducting data analysis on our social media pages and using this data to understand what audience to target, when to

post information, what media to post through, etc to help increase our online presence.

3. Newsletter:
 - a. Donor Fulfillment - We have started reaching out to NATC donors and are scheduling advertisements for upcoming newsletters.
4. Website:
 - a. Elise has made updates to the website to create a more responsive site that has updated content aligned with newsletter announcements and social media.

F. Tech Resources (Chair: Linda Uyechi)

1. Membership Drive.
 - a. Provided data team support for Stage 1 of Membership Drive. Natalie Hudson is heading up an amazing team of volunteers. For Early Bird phase of the drive, they handled 360+ membership renewals and registered \$26K+ shortly. They also sent 600+ direct emails to charter members. Remarkable work.
 - b. Data team is ready to respond to the needs of Mem.Comm. for remainder of the drive.
 - c. Tech Comm feels that process is in place to support the membership drive to completion. Sue has introduced the notion of SF dashboards to Mem Comm. If they are deemed useful, Tech Comm will support them.
 1. Derek to send to Board as an FYI. May be a good way to keep the Board updated.
2. Taiko Census.
 - a. Tech Comm met to start planning tech support for the taiko census. Ideally, we would offer self-service page for individuals to update and add census data. We are exploring the possibility of meeting that goal.
 - b. Need to know from the board: What are target dates for Taiko Census? and/or Who will be driving the effort?
 1. This would fall under Programming. Elise and Jane to discuss this weekend.
 2. It will likely happen anytime between Jan to Jun 2016.
3. TCA Website
 - a. There was brief (hours?) downtime of the site before the main launch of the membership drive. Peter brought it back up. Always -- but esp. during high traffic membership drive times -- please email or text Linda or Peter

G. Fundraising Committee (Chairs: Rome Hamner and Derek Oye)

1. Committee met on 11/5/15: Derek, Rome, Iris, Mary Jane Blystone, Joel Balestra (still looking for 1-2 new members)
2. Derek provided updates on the Membership campaign update; current asks and In-kind donations from vendors for Membership drive
3. We established that we'll meet monthly and that the committee's primary tasks now are to review documents and provide feedback and to help brainstorm fundraising ideas/leads

4. The committee received several documents and were asked to provide feedback within 2 weeks
 - a. The draft fundraising plan. BOARD MEMBERS: please review and provide feedback.
 1. members had a lot of immediate suggestions for corporate funding (or in-kind) leads and thoughts about a possible fundraising concert strategy for summer of 2016
 - b. The committee also received the draft Case for Support (which the Board has previously seen)
- H. Programming (Chair: Elise Fujimoto and Jane Lin)
 1. Nothing to discuss beyond the following update.
 2. Elise and I are meeting this weekend to plan for the committee.
- I. Board Development Committee (BDC) (Chair: Wisa Uemura)
 1. Nothing to discuss beyond the following written report.
 2. Committee Membership: Shoji declined participation. BDC will move forward with Wisa, Ron, and Rome for time being.
- II. Old Business
 - A. Board Retreat for 2016 will likely be an all day event in San Jose, CA (or remotely for those who cannot make it).
- IV. Action Items
 - A. SPREAD THE WORD ABOUT TAIKOTHON (Nov 22, 2-6pm)
 1. Submit video to Sergio.
 - B. Thank lifetime members
 - C. Submit board member bio and photo to Elise.
 - D. Review draft fundraising plan.
 - E. Fill out availability for 2016 Board Retreat.
- V. Announcements
 - A. Next Board Meeting: Sunday December 13, at 6:30-8:30pm PST
 1. Regrets: Johnny Mori
- VI. Adjourn at 8:03PM.