

TCA Board Meeting
January 11, 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 6:32PM.
 - A. Present: Rome Hamner, Margaret McKenty, Johnny Mori, Alan Okada, Derek Oye, Jane Lin, Stan Shikuma, Wisa Uemura, Linda Uyechi; Committee Chair: Elise Fujimoto
 - B. Regrets: Stuart Paton
- II. Approval of Previous Meeting Minutes
 - A. Johnny moves to approve summarized December minutes; Wisa seconds; Unanimous approval. Motion approved.
- III. Committee Reports
 - A. Executive Committee (Chair: Johnny Mori)
 1. Thank you for everyone's hard work through last year.
 2. 2016 Board Retreat is scheduled for Feb 13-14 at Issei Memorial Building. A roll call was completed to confirm who would be physically present.
 3. Annual Report is in the works and targeting to be done by February board meeting.
 - B. Membership Committee (Chairs: Margaret McKenty and Derek Oye)
 1. Chairs provided the statistics of membership drive results (to Jan 9/16). There are 468 total memberships. Around \$30k was received in membership fees and an addition \$8k was received in donations.
 2. Domo arigato to Tech Resources, data entry, Comm Comm and Taikothon volunteers for all their hard work!
 3. Campaign badge earned:
 - a. 50 new members => 1 free registration for NATC 2017 added to final raffle draw (Winner: Susan Komura). We need to advise her how to claim prize when registering for NATC & ensure registration process accommodates this
 - b. We can still give a \$500 microgrant with webinar but do not link it to the badge campaign. Programming can set parameters and get approved by board. Only TCA members can apply for grant. This would be a pilot program.
 4. Team meeting to be held week of January 17 to debrief and document learnings & best practices
 5. In-kind raffle prize donors to be acknowledged by snail mail. Membership committee to propose special recognition for lifetime members.
 6. Future focus: how to strengthen value proposition of TCA membership
 - C. Finance Committee (Chair: Wisa Uemura)

1. TCA Financial Report as of 12/31/15 (not official)
 - a. UNLV has yet to deposit last two installments.
 - b. Vera has been focused on prepping for 1099 MISC/1096 filings and was unable to fully reconcile accounts.
 - c. For people who had made donations outside of membership drive, we have not sent out tax receipts.
Wisa/Linda/Elise/Derek/Margaret to coordinate offline.
 1. NATC donations/Drummers' Circle
 2. In-kind donations for NATC and Membership
 3. Board donations
- D. Tech Resources (Chair: Linda Uyechi)
 1. Minor clean-up continuing for 2016 Membership drive
 2. 2016 Tech Projects
 - a. Taiko Census.
 1. Planning 2 distinct surveys: 1 general, 1 for instructors.
 2. Identifying process to capture data: ideally, self-service. Sue is investigating Salesforce Communities.
 3. Projecting to roll out in March. April will be advertised as "Census Month".
 - b. Membership Drive.
 1. Looking ahead at the next drive, we will be revisiting Exact Target for targeted emails, capturing expertise for generating templates, continuing to streamline pipeline from user entry to Salesforce database.
 - c. Tech Maintenance
 1. Salesforce: Create and populate taiko group custom record. Data QC. Develop API expertise.
 2. IT: Add web security. Monitor website. Maintain Wordpress builds.
 - d. Potential additional costs: Salesforce Communities, Exact Target. Generating estimates.
 1. One idea is that we ask vendors (stores, workshop leaders, etc) for a discount for TCA members in exchange for giving them access to a targeted email list.
- E. Comm Comm (Chair: Jen Callabero and Elise Fujimoto)
 1. Analytics:
 - a. FACEBOOK: Total page likes: 1191 (+45 likes since Dec. 11)
 1. Highest likes: Raffle Prize Announcement of Shimedaiko (12/8/2015- 58 likes, 172 reach)
 2. Highest reach: TCA Mister Commercial (Milk and Cookies) on Dec. 22- 535 reached, 186 video views
 - b. NEWSLETTER:
 1. 12/17 Newsletter: TCA Volunteer feature, Raffle push, Holiday Photo Contest (1621 sent, 589 Opened, 89 clicks= 37% open rate)
 2. 12/31 Newsletter: Happy New Year (year long lookback, final membership push) (1608 sent, 579 opened, 64 clicked= 36% Open Rate)

2. Programs/Initiatives:
 - a. Membership Drive: Final post will be tomorrow, featuring final winners of New Year's Raffle, including long awaited shime giveaway.
 - b. Holiday Photo Contest: Asked the public to submit taiko related holiday photos. Received 10 submissions and created holiday photo album on Facebook to drive traffic.
 - c. Internal website update and data cleanup: Following the membership drive, Comm Comm will be focused on cleaning up internal communication systems (email mailing lists, website information, and Facebook archives). We will also be switching back to a monthly newsletter.
 3. Projects for promotion on the horizon:
 - a. TCA Census (March/April)
 - b. Possible Grant program/webinar (February?)
 - c. Second Webinar (prior to June)
 4. Please email Elise (fujiels@gmail.com) if other external communication plans are needed.
 5. Please submit board bios if you haven't already.
 6. We have no relation to TaikoSource; they are a fellow taiko organization. They are listed as one of three entities on our website, along with Asano US and Miyamoto.
- F. NATC Committee (Chair: Stan Shikuma)
1. There is an NATC meeting scheduled for 1/13.
 2. SD is asking for all the resources that we have (best practices, timeline, etc). Stan to send.
 3. Johnny is still waiting on specific costs of theater prior to public announcement of SD site. Johnny will likely need to go down after retreat to look at the flow, make sure everything works, make sure workshop spaces are still suitable.
 4. NATC committee has started discussing workshop leaders, how we want to structure, how selection process will work, etc.
 5. Ideally, we have an NATC coordinator on board a year out (Aug 2016) starting part time and then working their way to full time. We would probably announce location first and then put out NATC coordinator by April. If we don't end up bringing an NATC coordinator by then, we would be relying a lot on the local committee and NATC committee.
 6. RFP for 2019 conference - target to go out in summer 2016. If decided, they can help with 2017 conference and learn how the conference runs. Also, we would be able to announce at 2017 conference.
- G. Fundraising Committee (Chairs: Rome Hamner and Derek Oye)
1. NEA ART WORKS- fit for NATC 2017
 - a. Folk and Traditional Arts category can fund Services to the Field such as "training and support to folklorists, folk artists, and folk arts organizations"

1. SF424 due 2/18/16. Application can be submitted between 2/25-3/3
 2. Discussion item: TCA will likely be the applicant since local committee does not have a strong non-profit entity, which NEA will want to see. We will need a budget before 2/18. If not, we can pull the budget from NATC 2015.
 3. Project can start before 1/1/17 but budget should only reflect funds after 1/1/17.
2. Began brainstorming other funding leads for NATC 2017 (Asian Arts Foundation, CA Arts Council- regional?)
 - a. Get in touch with Rome/Derek if you know anything about SD grant environment/landscape.
 - b. We will likely need to renew CAC grant in early June. Rome/Derek to research.
- H. Programming (Chair: Elise Fujimoto and Jane Lin)
1. Programming to propose details of microgrant.
 2. Taiko Census is planned for March/April due to Tech Resources cleanup. Elise is working on draft of surveys.
 3. Collegiate advising to UC Davis Bakuatsu (Invitational host) and Brown Gendo (ECTC host) are going well.
 - a. We would also be doing a mini-membership and mini-census drive at Invitational.
 - b. We are not in a current financial state to sponsor Invitational. Maybe we put this off for next year so that we can directly advertise for NATC. Maybe they have ads in a booklet, give out stickers, etc.
 4. Our projected 2016 programs (to be listed in the 2015 annual report) are census, microgrant, 2 webinars, and involvement in collegiate community.
- I. Board Development Committee (BDC) (Chair: Wisa Uemura)
1. Wisa will begin contacting potential board members via email.

IV. Old Business

- A. Connecting NATC leads from Stanford and UNLV to SD
 1. Elise reached out to leads of 2011 and 2015 conference. Most people were willing to be advisors. 3-4 people were interested in being involved in the committee level.
 - a. Cameron Blakemore from Las Vegas Kaminari Taiko, Adam Weiner from San Jose Taiko and Yeeman "Manman" Yui from Kenny Endo Taiko Ensemble are interested in committee level.

V. New Business

- A. Linda is going to European Taiko Conference and can go as official representation of TCA. (TCA does not want to be exclusive of international taiko and welcome international taiko players to use our resources. However, we will be focusing on North American taiko.)
- B. There is a Taikobaka leadership conference in LA at the last weekend in March. There is a \$550 registration fee including meals. (Taikobaka is usually Tiffany T's intensive. Seems like they will be hosting at LATI.)

1. Leadership & Development; Group Dynamics; Teaching; Composition are listed sessions. They will be playing taiko and putting together a song to present to the community.
2. Various members of the board were invited; however, it does not seem like it is due to their involvement with TCA. It seems like the original plan was to limit to 20 people for this weekend and then opening up to the public afterwards.
3. This is similar to what TCA was thinking in terms of a leadership retreat so there is clearly interest in doing things that TCA has discussed. However, they are not involving TCA.
 - a. Similar to WTG, we should show our support and provide any resources that we can. Derek to respond to his invite.

VI. Action Items

- A. Board bios
- B. Feedback on fundraising plan.
- C. Email potential board candidates to Wisa.
- D. Committee reports inputted into 2/10 agenda by February 7, 11:59pm Pacific Time.

VII. Announcements

- A. Next Board Meeting: Wednesday February 10, at 6:30-8:30pm PDT
 1. Regrets: Jane Lin, Rome Hamner
- B. 2016 TCA Board Meeting Schedule

VIII. Adjourn at 8:15PM.