

TCA Board Meeting
March 18, 2015 6:30-8:30PM PDT
via GoTo Meeting

AGENDA

- I. Called to Order at 6:36PM
 - A. Present: Rome Hamner, Margaret McKenty, Johnny Mori, Alan Okada, Derek Oye, Jane Lin, Stuart Paton, Wisa Uemura, Linda Uyechi, Committee Chair: Elise Fujimoto
 - B. Regrets: Stan Shikuma
- II. Approval of Previous Meeting Minutes
 - A. Alan motions to approve; Wisa seconds; 1 abstain, 7 approve. Minutes approved.
- III. Committee Reports
 - A. Executive Committee (Chair: Johnny Mori)
 1. Thank you everyone for your time. Retreat was very successful with many ideas and concepts.
 - B. Census Update (Linda/Elise)
 1. Created a timeline for the census that targets May 1 - May 31 as census-taking time: Census Plan
 2. Survey Questions. Distinct from basic information, demographic data, and taiko biography.
 - a. Elise has generated a first draft of survey questions with input from Katie Walker (who did a UK version of Taiko Census), various committees, and a survey consultant. Elise will input questions into SurveyMonkey and ask board for feedback.
 - b. All information asked in the survey must have a purpose. Relevant board and committee members will be expected to take ownership of data sets that are relevant to their TCA interests. This means that those individuals will be expected to help generate effective questions and analyze the responses.
 3. Census Marketing. Will depend on personal interactions. Requesting board feedback and agreement to back this plan, in particular, as a Census Ambassador.
 - a. Personal contacts, rather than social media blasts, will be critical to the breadth and depth of the census. To that end, marketing will depend heavily on Census Ambassadors, individuals we can count on to make asks of their taiko networks and taiko contacts. (To hit our goal, 50 people will have to solicit 100 responses each.)
 1. Census team will be distributing a packet to ambassadors to help identify ways of getting the community engaged in the census.
 2. The 100 responses is not a hard number. Hoping to rely on snowball effect.
 3. Ambassadors are aiming to reach a strategic network to reach as many people as possible. Hoping that it's not just a TCA initiative but a community initiative.

- b. We are also creating a list of Targeted Groups, taiko groups who might be beyond the reach of a Census Ambassador, who list a contact person + phone number. We would like to have TCA Board members reach out to these groups.
 - c. Have we thought about doing a raffle to help incentivize participation?
 - 1. Yes, but we just used this for the membership drive.
 - 2. Counting on personal touch of ambassadors to drive up participation.
- C. Board Development Committee (BDC) (Chair: Wisa Uemura)
 - 1. Potential Board Member List. Board members who contacted potential candidates should update above googlesheet with latest status.
 - 2. Webpage with application materials:
<http://taikocommunityalliance.org/join-the-tca-board-of-directors/>
 - 3. Deadline is April 15. Wisa is aiming to send out an email reminder on 4/1.
- D. Finance Committee (Chair: Wisa Uemura)
 - 1. Unreconciled YTD Financial Report
 - 2. 2015 Year End updated to reflect last minute memberships and donations (first 2 tabs). It is complete and can be used for tax filing.
 - 3. 2016 YTD and cash flow tabs updated but not reconciled as 02/29/16 bank statement not yet received
 - a. Current assets (cash) includes the board member loans.
 - b. Loans are in place until end of this calendar year.
 - c. No more UNLV payments.
 - 4. Annual Report draft ready (last tab)
- E. Fundraising Committee (Chairs: Rome Hamner and Derek Oye)
 - 1. Committee discussion and feedback - Goal Ideas
 - a. Apply for 4-6 grants within Calendar Year 2016
 - b. Increase grant revenue to match membership revenue (\$30,000)
 - 1. Currently, there are two grants submitted with a request of approximately \$58k.
 - c. Establish system/ways to recognize and thank donors.
 - 2. Expand Committee Membership
 - 3. Next Meeting Thursday, April 7th 6:00PM - 7:00PM PST
 - 4. NATC related - we should be looking at regional grants in/around SD.
 - a. SD committee seems to be having trouble connecting with grants.
 - b. Maybe invite SD committee to the fundraising committee.
- F. Programming (Chair: Elise Fujimoto and Jane Lin)
 - 1. Waiting to hear back on potential dates for costuming webinar
 - 2. Kenny Endo has confirmed that he can do a Artist Feature in late April.
 - 3. Census will be in May with a State of the Art summary of the census results in early June.
 - 4. Starting to come up with a plan for obon project in summer.
 - a. The goal is to go around recruiting short videos of obons from across the US - people would record what's going on with their

obon or what's special about their obon, etc. - and release videos on the internet to help share obons.

- b. Wynn from PT is publishing something obon related. Jane to contact Wynn and also present a plan to the board.
- c. This project can be expanded to festivals, anything with taiko, etc. vs being specific to obons (which has cultural and religious connection).

- 5. Trying to recruit some more members - currently talking to Katie Doi and Kelvin Lee.

G. Tech Resources (Chair: Linda Uyechi)

- 1. Focus is on Taiko Census
- 2. Peter is moving website to reserved instance, upgrading Wordpress.
- 3. Added new member: Kate Walker, PhD student in Ethnomusicology at the University of Sheffield, England. She is primarily engaged with TCA Tech b/c of the census.

H. Comm Comm (Chair: Jen Callabero and Elise Fujimoto)

- 1. Planning a newsletter for next week regarding board retreat, board applications and community announcements. We're going to be using a new email service that ties directly into Salesforce.
- 2. Creating publicity packet for census ambassadors.
- 3. Starting mid-April, all communications will be geared towards census.

I. NATC Committee (Chair: Stan Shikuma)

- 1. Elise was able to connect with Johnny Nguyen
- 2. Johnny hasn't received any contracts/financials. Johnny will follow up.
 - a. Elise was able to help them identify dates and times required for the conference.
- 3. Still looking at MOU.
 - a. We're looking to achieve a certain percentage of profits from conference.
 - b. There are two versions of MOU - one between JACCC/SJT (there would be an exchange of money and JACCC was to comp SJT a lump sum) and another is between LV JACL, which is simpler and had no financial liability on LV. We can probably send simpler one to Naruwan and have them responsible for helping find local financial resources.
 - c. There will be a separate facilities agreement although we need to confirm if UCSD Conference Services or Johnny Nguyen's center would sign it.
- 4. Is best practices being shared with SD? Yes, Elise will put everything together in one place. In addition, Elise is helping to connect old committee chairs with SD community.
 - a. 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.
 - b. SD does not have committee structure yet.
 - c. Best practices can be publicly available, so others such as ECTC can benefit.

1. Jiten is hosting a regional one-day conference on July 17 in the Bay Area and they had asked Derek about organizing a conference as well.

J. Membership Committee (Chairs: Margaret McKenty and Derek Oye)

1. Closing out Membership Campaign - Meeting week of Monday, 3/21
 - a. Raffle Prizes
 - b. Incompleted payments from Memb Campaign will be followed up.
 1. Approximately 17 people and \$700.
 - c. Membership committee to check memberships once a month to make sure there aren't any open memberships.
2. Membership drive is only at the end of the year. However, people can buy membership whenever they want. Membership will expire at the end of the year regardless of when the membership was purchased.

II. Old Business

A.

IV. New Business

A. European Taiko Conference (ETC)

1. See Linda's notes
2. There is an amazingly strong taiko community across Europe. They are very passionate and enthusiastic.
 - a. They are interested in participating in our census.
3. Liked the small feel of the conference. Helped that it was at a center where there was housing, workshop space, etc.
 - a. Small gatherings was very effective.
4. It may be beneficial to have workshop leaders get together the day before and coordinate what they're all teaching.
5. Yoshi was very supportive of the conference. He did his graduate degree in England. Julia and Katsuji were also in attendance.
6. Workshop leaders: Shoji, Karen Young and Franco. Shogo and Frank Duberke from Germany

B. Margaret and Stuart will be attending the TaikoBaka Leadership Conference next weekend. Derek will be volunteering. Natalie Hudson may be in attendance as well. Will endeavour to promote Taiko Census wherever possible

V. Action Items

- A. Census team to put together survey questions.
- B. Programming committee to propose webinar and obon project plan.
- C. Elise to put up board bios.
- D. Elise to repost about Genki Spark concert, showing our support.
- E. Derek to email NATC Comm, Wisa and Jane about helping out the NorCal Regional Conference about hosting the conference.
- F. Elise to speak to Ben about having TCA logo on TaikoSouce website.
- G. Email potential board candidates to Wisa.
- H. Committee reports inputted into 4/10 agenda by April 6, 11:59pm Pacific Time.

VI. Announcements

A. Next Board Meeting: Sunday April 10, at 6:30-8:30pm PDT

1. Regrets: Derek Oye, Wisa Uemura

B. 2016 TCA Board Meeting Schedule

VII. Adjourn at 8:13PM