

TCA Board Meeting
Oct 12, 2016 6:30-8:30PM PDT
via GoTo Meeting

AGENDA

- I. Called to Order at 6:32PM
 - A. Present: Elise Fujimoto, Rome Hamner, Jane Lin, Margaret McKenty, Alan Okada, Tamiko Ooka, Derek Oye, Stan Shikuma, Stuart Paton, Toni Yagami, Wisa Uemura
 - B. Regrets: Johnny Mori
- II. Approval of Previous Meeting Minutes
 - A. Alan moves to approve the September board meeting minutes. Stan seconds. 9 in favor. Wisa and Margaret abstains. Motion approved.**
- III. Committee Reports
 - A. Executive Committee (Chair: Derek Oye)
 1. Exec Comm's goal is the creation of strategic framework to help determine our plans after NATC. It will continue our work from 2016 board retreat. We will reflect on mission statement and think about creating a vision statement.
 2. Target to have another board retreat in February. Doodle to be sent out to finalize date by next board retreat.
 3. Annual Meeting on Wednesday prior to NATC 2017, but to be confirmed.
 - B. Finance Committee (Chair: Wisa Uemura)
 1. Review of Unreconciled YTD Financial Report
 - a. Board member pledges not included
 2. Tax Returns
 - a. Contracted Boman Accounting as TCA's tax preparation professional but have not met to prep tax filings.
 3. Staff/NATC Coordinator - Independent contractor or TCA employee
 - a. Wisa has an inquiry out to HR generalist to determine Coordinator status (employee vs independent contractor).
 - b. The board reviewed pros and cons of having the conference coordinator as an employee vs independent contractor. We are currently leaning towards independent contractor.
 - c. If we pay the Coordinator as an employee, we should seriously consider reinstating our Paychex (former payroll company) account.
 4. Status: monthly expenditures so low that TCA is "okay."
 - a. Projecting 2016 Membership Drive in Oct/early Nov.
 - b. Returning Board Member Loans in December 2016.
 - c. Currently projecting bringing on a conference coordinator in November.
 - d. Bank card needs update with newly elected officers in SJ.
 - e. Critical that we hit numbers during membership drive once Coordinator is engaged.

- C. Membership Committee (Chairs: Margaret McKenty and Derek Oye)
 - 1. Campaign began Sunday, 10/9
 - a. Two Types of Letters were sent out via MailChimp (2,400 individuals) - Renew Membership vs Everyone Else
 - b. Communications - Facebook and Newsletter
 - c. Stats
 - 1. Total Members - 100
 - a. Lifetime - 1; Student - 11; Regular - 88
 - b. New Members - 19
 - c. Lapsed Member Renewals - 7
 - 2. Total Campaign (\$\$) approximately \$5k
 - a. Donation - 24%; Membership - 76%
 - 3. TARGET: 500 members; approx \$25k
 - 2. Next in Campaign
 - a. Taikothon Sunday, 10/16 in San Diego (Kathy's House)
 - 1. Hosts Tomomi and Diana Wu
 - 2. Videos submission extended to Friday
 - 3. END OF EARLY BIRD REGISTRATION
 - b. Data Processing
 - 1. New Refined Processes
 - 2. Trainings developed by Sue and Sarah
 - c. 4 Raffles - Sunglasses, Misters, and other prizes.
 - 1. Yuri is reaching out to others for prizes.
 - d. Continuing to call Lifetime Members
 - e. Communications
 - f. Budget
 - 3. Partner Program Update
 - a. Sent out letters to vendors to offer benefits to TCA members
 - b. Official responses from Asano, TaikoMom Bachi Bag, TaikoBiz, Taiko with Toni
 - c. Working with Karen Young, Kristy Oshiro, online music store
 - d. Target to release benefits during membership drive
 - 4. Campaign Dates are Sunday, 10/9 - Saturday, 11/19
 - 5. BOARD HELP is needed for outreach of membership drive, participating in Taikothon, continuing to call lifetime members, and donating prizes.
- D. NATC Committee (Chair: Stan Shikuma)
 - 1. SD Committee has been meeting on a regular basis. They were planning to throw a volunteer party. This did not happen because they wanted to cast a wider net. New target is Thanksgiving.
 - 2. Hiring Conference Coordinator
 - a. 5 applicants total; 3 are being interviewed this week for first round
 - b. 2 of them will have a second round interview
 - c. Vetting committee is targeting having a decision by 10/22.

- d. Target for coordinator to start in early November
 - e. Elise will share a Google folder with all information.
 - f. Jane to send out Doodle for time of special meeting.
3. Workshop Plan
- a. Call for workshop leaders went out
 - 1. Each workshop leader will be teaching 2-3 workshops.
 - 2. Targeting to have 25 total leaders, 3 of which have never taught at NATC.
 - 3. Deadline is Nov 7. Email needs to be sent out via membership list and to previous workshop leaders.
 - 4. Mark is putting together a vetting committee.
 - a. Mark choose the vetting committee and he (or Stan) emails the board this list. If there are MAJOR concerns, please email ASAP.
 - b. Once workshop leaders are chosen and before it is announced, list is submitted to the board. Board members that have questions about why someone was or was not picked can ask the vetting committee so that board members are prepared to answer questions from the general public.
 - b. There will be 5 workshop sessions and participants will be part of
 - 3. During the downtime, people can chat, visit marketplace, etc
 - 4. BOARD HELP is needed to spread the word that members will get discounts for NATC registration and workshop applications are due 11/7.
- E. Fundraising Committee (Chairs: Rome Hamner and Derek Oye)
- 1. NATC Sponsorship materials is currently being prepared by committee
 - 2. Local Committee Members drafting letters to local businesses.
 - 3. Grants in Progress
 - a. Hewlett Foundation - may make a small ask
 - b. Japan Foundation (small grants)
 - c. Working Meetings
 - 1. Review grant writing process
 - 2. Developing fundraising skillset
 - d. Japan Society in SD agreed to be fiscal sponsor for local grants
- F. Programming (Chair: Elise Fujimoto and Jane Lin)
- 1. State of the Art webinar happened on 9/24. (link to archived program)
 - a. Live views: 83; post release view count: 196 (as of 10/10/16)
 - b. Slides have been shared, and we're "open" for special project requests from TCA members (email census@taikocommunityalliance.org).
 - 1. Working with Tech Resources on Creative Commons licensing.
 - 2. Final 2016 Webinar:
 - a. Option 1: Taiko Costuming: Traditions Across Generations

1. Discussion would include demonstrating the proper way to wear traditional taiko garb and movement towards nontraditional costumes.
2. People could include Yuu and Eri Ishizuka and Ai Matsuda.
3. Format will either be one 60 minute webinar or a short snippet series (similar to BuzzFeed).
4. Dependencies: Ishizuka family availability, Aichan tech concerns.
5. Estimated Budget Cost (need approval): up to \$300 total for speaking honorarium, as subjects will have to prepare costuming examples.
 - a. **Alan motions to approve \$300 honorarium for webinar. Margaret seconds. Unanimous votes in favor. Motion approved.**
 - b. Backup: Creative Commons Licensing
 1. Discussion of the process and resources available to the taiko community for Creative Commons.
 2. People could include Creative Commons representative, Kris Bergstrom, and TCA representative.
 3. Dependencies: Board approval of Creative Commons Licensing
3. Mini-grants (Rome)
 - a. 8 applications received; Review committee to meet 10/24 at 6 PM for scoring/award determinations
 - b. Board does not have any strong opinions if review committee wanted to open review session to the applicants.
4. 2017 Programming:
 - a. We are starting to plan 2017 webinars (goal = 4), and will prepare a board report in December for resource approval. We'd like to work with the NATC committee and Board to align on interest areas around the 50th Anniversary and NATC activities. If you have any suggestions for webinars or long term programs, please contact Elise or Jane.
5. Upcoming Meetings:
 - a. First Saturday of each month, 5:30pm Pacific Time.
 - b. We have an ongoing Programming comm Meeting
- G. Tech Resources (Chair: Linda Uyechi)
 1. Creative Commons Licensing Recommendation
 - a. Tech Comm has come up with the above linked recommendation due to all the data we have acquired through the census and TCA members asking to use this data.
 - b. Asking for BOARD APPROVAL to specifically release the census data under the Creative Commons License.
 1. We would like the data tied to TCA.
 2. Information is for the greater community. Data released would be aggregated data (no personal data).
 3. Notification of this license would be posted on current census data that is on our website.

4. Wisa motions to release of aggregated census data under the Creative Commons Share Alike license. Stan seconds. Unanimous approval. Motion approved.

- c. Thanks Linda and Elise!
 - 2. Providing tech support to Membership Committee. Thanks to Sue for being the primary driver in these activities.
 - a. Expanded and cleaned up SF database with taiko census data.
 - b. Designed and implemented the membership drive process, including identifying a new webform provider (Cognito) that aligns better with membership processing.
 - c. Reduced the amount of manual processing needed for the membership drive over the 2015 process.
 - d. Trained the Data Team (Thanks! to Natalie Hudson)
 - e. Will manually changeover from Early Bird to regular pricing on Oct. 16/Oct. 17.
 - H. Comm Comm (Chair: Jen Callabero and Elise Fujimoto)
 - 1. Concerns:
 - a. Meeting Scheduler(via Google Doc) has been created to help coordinate usage of GTM.
 - 2. Ongoing Initiatives:
 - a. Membership Campaign Support
 - 1. Renewals and new memberships (Early Bird until 10/16)
 - 2. Member testimonials (advocates) - Suggestions?
 - 3. Taikothon
 - b. NATC Support:
 - 1. Workshop Proposal Recruitment
 - c. Post Campaign:
 - 1. Mini Grants (awaiting final decision for announcement)
 - 2. State of the Art (Sharing slides)
 - 3. NATC Coordinator announcement (awaiting final decision)
 - d. Website:
 - 1. TCA Board bios finally posted!
 - 2. Committees are next. Update your committee information.
 - 3. Review of Facebook Analytics
 - I. Board Development Committee (BDC) (Chair: Wisa Uemura)
 - 1. Please self-monitor your committee involvement of at least 2 committees
- II. Action Items
- A. Jane to send out Doodle for 2017 board retreat and special board meeting.
 - B. Wisa to follow up on recommended NATC coordinator hiring status.
 - C. Membership Drive help (see above report)
 - D. Stan/Johnny/Elise to send update on NATC coordinator process and workshop leader vetting committee.
 - E. NATC help (see above report)
 - F. Email membership testimonials suggestions to Elise.
 - G. Committee co-chairs, please update committee descriptions by next board meeting.
- IV. Announcements

- A. Next Board Meeting: Friday Nov 18, at 6:30-8:30pm PDT
 - 1. Regrets:
- V. Adjourn at 8:45PM