

TCA Board Meeting
Nov 18, 2016 6:30-8:30PM PST
via GoTo Meeting

AGENDA

- I. Called to Order at 6:33PM
 - o Present: Elise Fujimoto, Rome Hamner, Jane Lin, Margaret McKenty, Johnny Mori, Alan Okada, Tamiko Ooka, Derek Oye, Stan Shikuma, Stuart Paton, Toni Yagami, Wisa Uemura
 - o Present for NATC Portion of Meeting: Terry Nguyen (NATC Conference Coordinator); Mark Rooney (NATC Comm Workshop Lead)
- II. Approval of Previous Meeting Minutes
 - A. Rome motions to approve the October meeting minutes. Alan seconds. 11 approvals and 1 abstain (due to absence). Motion approved.
- III. Committee Reports
 - A. NATC Committee (Chair: Stan Shikuma)
 1. Workshop Leader Selection
 - a. Each of the 8 people on the workshop selection committee have been assigned their portion of the applications to vet. Each application has been assigned to two people on the committee.
 - b. Committee is targeting to have selection recommendations by the next board meeting.
 - c. 52 workshop leaders submitted over 100 workshop proposals. Approximately 25 workshop leaders will be selected (including 3 leaders that have never taught at NATC and 3 international leaders) to teach 3 mini-intensives and 55 workshops
 1. Mini-intensives run 4 of the 5 workshop sessions, for a total of 10 hours.
 2. 18 workshop leaders have submitted proposals specifically for mini-intensives.
 3. There are 14 people with no NATC teaching experience.
 4. There are 11 non-North American leaders that submitted proposals. (8 from Japan, all well-known teachers, 1 from Argentina, 2 from UK)
 - d. Board is advising selection committee to keep in mind equipment concerns during workshop selections.
 - e. Analyzed data from workshop leader feedback forms have been provided to the selection committee to advise on this year's workshop leader selection.
 - f. Mark will be sending the decline notice. They will also be providing feedback to the leaders that did not get selected.
 2. NATC Conference Coordinator

- a. Terry Nguyen been hired and has been organizing meetings with Exec Comm's recommended list of contacts. Elise has been providing relevant documentation.
 - b. Terry will be in Japan 12/4-12/12, but will be available by email.
- B. Executive Committee (Chair: Derek Oye)
 - 1. 2017 Board Retreat will be in LA on 2/11-2/12. Derek is looking into housing and conference room location.
 - 2. During latest meeting, Exec Comm discussed first 30 days for Terry.
- C. Finance Committee (Chair: Wisa Uemura)
 - 1. Review of Reconciled YTD Financial Report
 - a. Determined NATC Coordinator to be independent contractor (issued 1099-MISC at year end) so removed additional payroll processing fees.
 - b. Membership drive underperforming per projections but cumulative memberships and individual donations over 2016 total. Need \$2.3k more to match current CAC grant (as of end of October).
 - 2. 2015 Tax Returns
 - a. In progress, anticipated to file in late November/early December.
 - 3. 2017 Budget
 - a. Not ready for approval as reconciling general (non-NATC) with NATC budgets.
 - b. May need to request to approve continuation of current operations through January and February 2017 until proposed budget for 2017 can be distributed.
 - c. If your committee will have a new expense of over \$500, email Wisa by Dec 8th
- D. Membership Committee (Chairs: Margaret McKenty and Derek Oye)
 - 1. Extending Campaign Until Saturday, 12/10 11:59PM PST
 - a. Membership has stalled at around 254 and \$14k revenue (last year we had over 450 members and \$32k revenue).
 - b. Original deadline was only set internally.
 - c. Membership Committee decided members who join on or before 12/10 will receive early registration to workshops and NATC discount. If join after 12/10, they will only receive the discount but not early registration.
 - d. Emails via MailChimp will get sent prior to Thanksgiving
 - e. Manual email push will be complete during week after Thanksgiving. Will need board help to get this complete.
 - 1. Proven to be the most effective strategy last year.
 - f. 12/4 - 12/10 - Board Action
 - 1. Board share with their networks to join TCA
 - 2. Memb Comm will give Board Members template email for guidance

- g. Target 450 members (~200 more members) and \$24k total revenue (\$10k more)
 - 2. Review of Salesforce data showing where our members are coming from in various years.
 - 3. Lifetime Member Outreach - Send Derek a summary of any feedback.
 - 4. Partner Program Updates
 - a. Currently have 4 partners and finalizing details of 2 more partners.
 - b. Still working on how to release information on discount.
- E. Fundraising Committee (Chairs: Rome Hamner and Derek Oye)
 - 1. NEA recommendation of \$10k in support of NATC 2017 (official announcement on Dec 13)
 - 2. Local SD community had good response to call for fundraising volunteers
- F. Programming (Chair: Elise Fujimoto and Jane Lin)
 - 1. Mini-grants
 - a. Review of process and funding recommendations
 - 1. Received 7 applications and are recommending 3 for funding and 1 for other support/partnership.
 - 2. Stan moves to approve the panel's recommendation for funding of the mini-grants to Kyodo Taiko (UCLA), Portland Taiko, and TaikoArts Midwest and provide organizational support/partnership for Sacramento Taiko. Stuart seconds. Unanimous approval. Motion approved.
 - b. Thank you Rome for setting up a great process and the panelists for reading the applicants.
 - c. We are asking for a final report from the awarded groups.
 - 2. Obon Project Recordings:
 - a. 2 recordings will be released on Thanksgiving and the day after to commemorate "going home for the holidays".
 - 3. Costuming webinar:
 - a. Postponed to January 2017 due to Ishizuka scheduling issues
 - b. In lieu, we are trying short teaser type videos that will be released in December. Ai Matsuda got permission to film at Miyamoto's store in Asakusa and has already created the videos:
 - 1. Tabi types and accessories
 - 2. "Apron" and "pants" - momohiki, nagapachi
 - 4. 2017 Calendar of webinars (live or pre recorded 60 minute sessions) /mini episodes (recordings 10 mins or less to be released on Youtube and distributed via FB and newsletter) to be proposed at December meeting. Current topic slate includes:
 - a. Taiko Costuming (Ai Matsuda)
 - b. Recording Taiko (Ben Pachter) (both audio and visual)
 - c. ECTC Coverage (Ben Pachter and Jane Lin)
 - d. Mentorship Circles (Jane Lin)
 - e. Taiko Copyrights (Elise Fujimoto)
 - f. NATC Ramp Up

- g. *If you guys have any other ideas or things you'd like the Program Comm to consider, please email Jane and Elise.

G. Tech Resources (Chair: Linda Uyechi)

- 1. Providing SF support for Membership Drive.
- 2. Designing and developing census data info. site to present both static and dynamic data access.
- 3. Evaluating scope of work (website support, SF maintenance, data collection, data analysis, web interface development, tools development), team skills (tech, SF, academic), and team interests to develop a strategic plan for 2017.

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

- 1. REMINDER: Please include your upcoming meetings on your board reports, or self declare your scheduled meetings on our MEETING SCHEDULER
- 2. Review of upcoming planned emails, newsletter, and social media outreaches.
- 3. NATC SUPPORT: Jen and I are receiving requests from NATC about publicity and are planning a meeting to debrief 2015 and start on 2017 marketing plan

I. Board Development Committee (BDC) (Chair: Wisa Uemura)

- 1. Board Recruitment will begin in January for 2017 class.
 - a. Possible exits of Johnny, Stan, Stuart.
 - b. Wisa will reapply for new term.
- 2. Please self-monitor your committee involvement.
 - a. Bylaws require your service on a minimum of 2 committees.

II. New Business

- o Meeting with Miyamoto - Requesting Support

IV. Action Items

- o Committee Chairs please submit any new expenses for 2017 valued over \$500 to Wisa for 2017 Budget Projections by 12/8.
- o Help membership campaign by encouraging your network to join TCA and completing manual email push.
- o Email Elise/Jane with any ideas of 2017 programming.
- o Email Derek with any feedback from your lifetime member outreach.
- o Email Derek if you will need housing for Board Retreat.

V. Announcements

- o Next Board Meeting: Sunday Dec 11, at 6:30-8:30pm PST
 - 1. Regrets: Johnny Mori

VI. Adjourn at 8:42pm