



Taiko Community Alliance Regular Board Meeting

Date: Friday, February 22, 2019

Time: 6:30-8:30 p.m.

Location: Zoom

Participants:

Officers

- Derek Oye, Chair
- Alan Okada, Vice Chair
- Alysse Itatani, Treasurer
- Akemi Imai, Co-Secretary
- Margaret McKenty, Co-Secretary

Board of Directors

- Tamiko Ooka
- Toni Yagami
- Rome Hamner
- Elise Fujimoto
- Wisa Uemura

Staff

-

Guests

-

- Agenda -

via Zoom

ITEMS REQUIRING BOARD INPUT IN PURPLE

ITEMS REQUIRING BOARD VOTE IN BLUE

Info to inform discussion only

MINUTES

Minutes approved

1. Call to Order at 6:32PM Pacific
 - a. Present: Derek Oye, Tamiko Ooka, Alan Okada, Alysse Itatani, Toni Yagami, Akemi Imai
 - b. Regrets: Rome Hamner, Wisa Uemura, Margaret McKenty
 - c. Invited: Sue Yuen, Linda Uyechi, Terry Nguyen
2. Approvals
 - a. Current agenda adopted by consent.
 - b. January 2019 Board meeting minutes - **Motion to approve (Alan/Akemi). Motion passes unanimously.**
3. Committee Reports (received in writing as part of "consent agenda" except where **Board discussion** or **motions** noted)
 - a. Finance Committee (Chair: Alysse Itatani):
 - i. Membership: No Changes
 - ii. Met on: February 3, 2019 as Executive Committee
 - iii. Bookkeeper and 2018 Tax Prep
 1. Three firms were contacted in Southern California.
 2. Recommended firm (for cost, convenience, scope of services available, & responsiveness to queries): Smith, Marion & Co.

3. Motion to approve Smith, Marion & Co. as bookkeeper & tax preparer. Carried.

4. Budget

- a. Discussion included clarification on funding lines, and the separation between anticipated Fundraising and revenue collected for NATC via donations
 - b. Increased corporate contributions, stronger likelihood to receive matching donations for NATC.
 - c. Workers Compensation Quote received on 2/3/19; coverage includes volunteer/accident insurance policy - has been approved effective 1/15/19; cancellation of current TCA accident policy submitted 2/13/19.
 - d. Breakdown for tech staff time expenses discussed & clarified - crosses various committees. Further discussion held about how to retain clarity of actual costs generated per committee while streamlining cost categories which may combine expenses across various committees.
 - e. Exec Comm moved to approve 2019 budget for Board review & approval. Carried.
 - f. Feedback from TCA Board and staff
 - i. Concern expressed over projected logistical NATC expenses - details will be discussed during Small Comm.
 - ii. Question raised whether this budget is similar to last year's.
 - iii. Fundraising amounts are conservative estimates. Includes Creative Work Fund grant & asset allocation.
 - iv. Membership fees amount includes membership drive - anticipating boost in membership due to 2019 being a conference year.
 - g. Motion to approve the 2019 budget (Alan/Elise). Motion passes unanimously.**
 - iv. January Financial Report on hold - pending breakdown of deposits made by Stripe. Stripe is replacing Paypal for electronic payment processing
 - v. Next meeting: Sunday, March 3rd (as Executive Committee)
- b. Board Development Committee (BDC) (Chair: Akemi Imai)
- i. Membership: Akemi Imai, Wisa Uemura, Rome Hamner, Ron Miyamura
 - ii. Met on: N/A
 - iii. Board recruitment page, application form please relay any changes to Akemi
 - iv. Prospect List (send Akemi any new names to add for 2019)
 - 1. Board members reviewed current list and identified people they can contact. Board members can CC Derek/Akemi if that would help.
 - v. Akemi and Elise discussed recruitment strategies
 - 1. Target prospects using SalesForce
 - a. Elise to help produce segmented lists of recurring donors, continuous NATC attendees
 - i. Ideally get 10 solid candidates out of 100 prospects
 - 2. Board testimonial videos (record brief responses based around questions, also reach out to past Board members for recordings).
 - a. What have you gained/learned from being a TCA Board member?
 - b. Since joining TCA Board, what opportunities for deepening your involvement in the taiko community have come your way?
 - c. How does one participating in TCA Board benefit and/or impact the greater taiko community?
 - 3. Board recruitment branding discussed
 - 4. Board profile stories - think of the benefits, opportunities that TCA board has made available to you
 - a. Want to attract people who see the value of serving on TCA board, serving community

- vi. Recruiting campaign timeline (as aligned with other committee)
 - 1. March: prepare videos, talking points cheat sheet for Board members, segmented prospect lists (Comm comm is focused on promoting NATC registration)
 - 2. April: promote Board applications!
 - vii. Future Plans
 - 1. Build a clear pipeline from committee volunteers → Board members
 - viii. Next meeting:
- c. Fundraising (Chair: Sue Yuen (acting)):
- i. Membership: (confirmed so far for 2019) - Derek Oye, Paul Sakamoto, Rome Hamner (on-call), Ben Pachter (crowdfunding only) Carly Okamura (crowdfunding only), Cathy Tio (after 4/1), Veronique Martin (to be confirmed)
 - ii. Met on: 1/26/19
 - iii. Agreed upon goals for 2019:
 - 1. 10% increase over 2019
 - 2. Expansion of volunteer base & skills
 - iv. Drafted a fundraising plan and presented it to the Exec Comm on 2/3 to consider alongside the budget. **Welcome additional comments from full board.**
 - v. Crowdfunding will be held in June (NOTE: Portland Taiko is having a fundraiser in April -- we need to move as far away as possible).
 - 1. Regions with coverage: (Committee members can serve as team captains or help us find captains)
 - a. Hawaii (Paul)
 - b. NorCal (Sue)
 - c. SoCal (Derek)
 - d. Canada (Carley)
 - e. Midwest (Ben)
 - 2. **Regions missing coverage:**
 - a. **Portland & Pacific Northwest (Tyrone, Stan)**
 - b. **Southwest**
 - c. **East Coast**
 - d. **(optional) International (Sue to check with Kate Walker)**
 - vi. Next meeting: 3/11/19
- d. Tech Resources (Chair: Linda Uyechi):
- i. Membership: Linda Uyechi, Elise Fujimoto, Sue Yuen, Sarah Gilbert, Abena Oteng-Agipong, Peter Spangler, Kate Walker, Jesse Unick
 - 1. New Member: Josh Yoon
 - ii. Met on: Saturday, February 9, 9 a.m. PST
 - iii. IT. Back-end needs met.
 - iv. New tools to support All Comm. Thanks Elise and Sue!
 - 1. Use sparingly to address all TCA volunteers, board, and contractors: allhands@tca email
 - 2. Internal TCA calendar. **Add "TCA Master Calendar" to your google calendar.**
 - v. Data Use.
 - 1. All forms for Level 1 and Level 2 access should be in.
 - 2. Elise will create a google form to allow committee chairs to submit a request when on-boarding new volunteers: create @tca email; identify appropriate data access level.
 - vi. **March Osoji. March 23, 9 a.m. PST. All Welcome.** March goals:
 - 1. Clean out form assembly programs. **Please inform Sue and Elise (susan@, elise@) if there are forms you use regularly.**

2. To further ensure data security, Tech goal is to reduce form assembly programs to **FormAssembly** for customized forms and **Google Forms** for self-service forms.
 - a. Program Comm to discuss this week about consolidating forms.
- vii. NATC **Conference Registration** and **Workshop Selection**.
 1. NATC Conference Registration Board Test to be pushed out after this meeting. Please complete test by this Sunday, February 24. Email comments, questions, problems to all three emails: susan@, sarah@, linda@. Expect to receive email on your personal accounts.
 2. Tech team is synched with Terry and on track to open on March 1. Timeline announced in February newsletter. Key dates for Tech support are March 1 (conference registration process and forms) and April 1 (workshop selection process and forms).
 - a. Feb. 26: Workshop Instructors and Schedule announced
 - b. **March 1: Members Only Conference Registration** opens
 - c. March 8: Registration opens to the public
 - d. March 31: Early Bird pricing ends
 - e. **April 1: Workshop Selection** opens
 - f. June 30: Workshop Selections due. (NOTE: After 6/30, only on-site workshop assignments will be provided.)
 - g. July 15: Workshop assignments distributed
 3. Testing Timeline. Week of Feb. 11: Tech; **Week of Feb. 18: Board (see #1)**; Week of Feb. 25: Lifetime Members.
 4. Registration Tiers dates and terminology: **Members Only (Tier 1)** (3/1 to 3/17), **Early Bird (Tier 2)** (3/8 to 3/31), **Regular (Tier 3)** (4/1 to 6/30).
 5. Registration payment plan. Sarah has tools to handle deferments on the back-end.¹
 6. Workshop Algorithm. Josh is coding an algorithm based on rankings (top 5 for every workshop session) and ratings (3-level rating: Somewhat Interested, Moderately Interested, Highly Interested). Participants in each Registration Tier will be randomized; workshops will be assigned to maximize happiness.
 7. NATC Website Content. Sue and Terry synched.
- viii. TCA Website. New menu implemented.
- ix. TCA Intranet Strawman. Tech is experimenting with Google Sites. Goal: Simplicity and functionality (access by internal folks to TCA docs).
- x. Discover Nikkei asked for help on their survey. Tech is sharing with personal networks; shared with the Board to share on personal networks.
- xi. Re-branding note: Qris recommends to stop using TCA logo. Use text, i.e., Taiko Community Alliance.
- xii. Next meeting: Saturday, March 2, 9 a.m. PST
- e. Comm Comm (Co-chairs: Jen Caballero and Elise Fujimoto):
 - i. Membership: Jen Caballero, Elise Fujimoto, Robie La, Abena Oteng-Agipong
 - ii. Met on: Did not meet
 1. 2019 1H Comms Strategy
 - a. Elise gave a presentation outlining communications strategy and how Board members can support this plan. "Marching towards 375"
 - b. See "Board ask" sections in this presentation.
 2. If there are other projects/news that need to be shared, please bring it to Comm Comm's attention.

- iii. Next meeting: TBD
- f. Membership (Chair: Tamiko Ooka):
 - i. Membership: Tamiko Ooka, Toni Yagami, Margaret McKenty, Anne Kessing
 - ii. Met on: 2/12, 7:30-8:30PM Pacific
 - iii. ECTC
 - 1. Wishing Tree - attendees and hang a wish on a our wishing tree
 - 2. Buttons - Kevin Higa sent 350 buttons for ECTC
 - 3. Postcards - ready to give
 - 4. Photo frame
 - 5. Volunteer sign up form
 - 6. Suggestion Box
 - iv. 50th JUBILEE MEMBERSHIP
 - 1. Bandanas shipped
 - v. ETC
 - 1. Kevin Higa sent 100 buttons to Wisa for distribution
 - vi. Next meeting: 3/12, 7:30pm PST
- g. Programming (Co-chairs: Rome Hamner and Margaret McKenty):
 - i. Membership: Elise Fujimoto, Tamiko Ooka, Ben Pachter
 - ii. Met on:
 - iii.
 - iv. Next meeting: Wednesday Feb 27, 5:00pm Pacific
- h. Executive Committee (Chair: Derek Oye):
 - i. Membership: Derek Oye, Alan Okada, Margaret McKenty, Akemi Imai, Alysse Itatani, Wisa Uemura
 - ii. Met on: Sunday, February 3rd, 4:30-6:00PM Pacific
 - iii. Fundraising Plan as presented by Sue and Linda
 - 1. Continued recruitment for Fundraising Committee
 - 2. Focus will be on NATC, Q3 and Q4 will focus on operations fundraising
 - 3. Responsibility of Board members to support various fundraising initiatives
 - a. Discussion of pledge forms completed at Retreat
 - b. Give and get strategies
 - iv. Finance Committee - See Finance Committee report
 - 1. Motion passed for bookkeeper and tax preparer
 - 2. Motion passed for 2019 for Board review and approval
 - v. New Business
 - 1. Women and Taiko
 - 2. Tax forms expected to be done in May. No extension required
 - 3. Donor letters - Derek mailed out on weekend
 - 4. Data Security Level 1 requests & approvals
 - a. **Motion to approve list for Level 1 access (Akemi/Alysse). Motion carried unanimously.**
 - vi. Next meeting: Sunday, March 3 @ 7:00-8:30PM PST
- i. NATC Committee (Co-chairs: Toni Yagami & Terry Nguyen):
 - i. Membership: Toni Yagami, Derek Oye, Alan Okada, Wynn Kiyama, Mark Rooney, Terry Nguyen, Stan Shikuma, Stuart Paton, Dan Kubo, Heidi Varian, Jen Caballero, Yui Kamiya, Kathy Fuller
 - ii. Met on: Feb. 13, 2019, 9pm PST
 - iii. Continued communication with local committees
 - 1. possible walking tour on Friday prior to start of conference
 - 2. found out after our mtg that did not receive Goodman Family Foundation Grant
 - iv. Staff - need to work with Alysse to officially contract

1. Roy Hirabayashi, Taiko Jam Line Producer
2. Benjamin Pachter, Mark H Rooney - NATC Staff
- iv. NEA grant receipt was confirmed
- v. Potential scholarship opportunities
- vi. Website and registration almost ready to launch (Terry/Sue/Linda)
 1. Board should expect to be contacted soon regarding reviewing details.
- vii. **Derek - NATC 2021 discussion**
 1. Want to change the current model. Should we push forward actively with an RFP at this point? How to actualize operational changes for 2021 while not losing sight of 2019?
 - a. For example: workshops are currently very instructor-centric - instructors determine contents of workshop. Possibly make workshops more participant-centric (like a master class) where instructors provide coaching/feedback to groups.
 2. Feedback given that NATC2021 including RFP should be assigned as full Board business or to another dedicated committee. NATC Comm should not take on this work in addition to planning NATC 19.
 - a. Going through with the RFP process helps establish transparency even if there is already a viable conference candidate practically confirmed. Elise will find old RFP document and update the parameters. Derek will also review.
- iii Next meeting: March 13, 9pm PST.

4. New Business

- a. Women and Taiko - Next Steps
 - i. At the March Board meeting, Derek and Akemi would like to conduct a diversity inclusion exercise based on materials from CAC.
- b. Board Retreat 2019
 - i. Derek will send out an email ask around changes to Board retreat logistics.

5. Action Items

- a. **Board Development Committee: Please relay any changes to Akemi regarding Board recruitment page and application form. Please review Prospect List and send Akemi any new names to add for 2019. Promote Board recruitment via ECTC and email/social media.**
- b. **Elise will find old RFP document and update the parameters, also touch base with Wisa. Derek will also review.**
- c. **Elise to work on NDA for TCA Board meeting observer (Sabrina).**

6. Announcements:

- a. Next Exec Comm meeting: Sunday, March 3rd, 4:30-6:00PM Pacific
- b. Next regular Board meeting: Sunday, March 17th, 6:30-8:30PM Pacific
- c. 2019-20 TCA Board Meeting Schedule
- d. TCA Meeting Scheduler

Adjourned by unanimous consent at 8:38PM Pacific.

Minutes approved 3/17/2019



Akemi Imai
Co-Secretary