

TCA Transitional Board Meeting
May 4, 2014 6:30-8:30PM PDT
via GoToMeeting

AGENDA

- I. Call to Order at 6:39PM PDT (Present: Wisa Uemura, Sue Yuen, Elise Fujimoto, Stan Shikuma, Iris Shiraishi, Johnny Mori, Roy Hirabayashi, Steve Sano; Committee Chairs present: Ben Pachter, Margaret McKenty (for Shoji Kameda), Rome Hamner; Absent: Linda Uyechi, Alan Okada, Jon Campbell)
- II. Approval of April 11, 2014 Minutes - ACTION ITEM (5min)
 - A. Stan moves to approve April 11, 2014 minutes, Steve seconds. Unanimous approval.
- III. Committee Reports
 - A. Program Committee (Chair: Elise Fujimoto)
 1. WTG's Leadership Forum: still need to confirm whether pre-registration (and advance homework) is a possibility.
 - a) Pre-registration preferred so we can give DSchool Empathy homework and introduce 3 main topics, but Forum content can be done without if not possible.
 - B. Nonprofit Status (Chair: Jon Campbell, absent)
 1. Nothing beyond written report.
 - C. Communications (Interim Chair: Wisa Uemura)
 1. TCA Branding
 - a) Participants:
 - (1) Executive Director should have final say on branding, but Board okay with Comm Comm taking lead and doing initial work.
 - (2) ORCC requests being involved in conversation as many of the websites involved fall under this committee.
 - (3) Volunteer effort most likely by Sandi Fanning (Tech Resources) and Wendy Jedlicka (ORCC). Did not budget for consultant.
 - b) Resources:
 - (1) Should/will use other available online and published resources to assist process so not operating in a vacuum.
 - c) Timeline:
 - (1) Most likely won't launch anything until just before Fall 2014 membership drive.
 - d) Logo Design:
 - (1) Board is comfortable with logo design contest amongst membership. Announcement to be made in May newsletter.
 - D. Transition (Chair: Shoji Kameda, Stand-in: Margaret McKenty)

1. Board asked to brainstorm potential Executive Director candidates and/or resources (networking). Please forward to Trans Comm by May 9.
- E. Membership (Chair: Aya Ino, Stand-in: Sue Yuen)
 1. Board asked to submit potential members for this committee. Submit to membership@taikocommunityalliance.org by May 9.
 2. Looking at June 1-30 for final charter membership push.
- F. Finance (Chair: Sue Yuen)
 1. Nothing beyond written report.
- G. Fundraising (Chair: Sue Yuen)
 1. Nothing beyond written report.
- H. NATC (Chair: Stan Shikuma)
 1. NATC Conference Coordinator Job Posting
 - a) ED should have final say in selection. Post now. Vet June/July. Final decision in August. Looking at an September 2014 start.
 - b) Coordinator would be reporting to the ED and the NATC Comm. Board would get updated through either ED Report or NATC Comm reports.
 - c) Lodging is responsibility of Coordinator and considered a part of their salary. Not a separate line item for TCA/Local Committee. Local Committee can provide resources/access.
 2. Theme for NATC2015?
 - a) Focus on introducing TCA (not necessarily a theme).
 - b) Shouldn't limit to existing structures/activities. Room for creativity.
- I. Tech Resources (Chair: Linda Uyechi)
 1. Kristi Tsukida will serve as NATC webmaster.
- J. Online Resource Content (Chair: Ben Pachter)
 1. LiveStream: Learning Taiko in Japan Q&A on May 10 at 4pm PDT
 - a) Attendees can ask questions via LiveStream chat window. ORCC member will serve as a monitor for the chat window and passing on to the panel. Testing of the system later this week.
 - b) Publicity: news post on TCA website, social media.
- K. Leaders' Retreat (Chair: Rome Hamner)
 1. Nothing beyond written report
- IV. Old Business
 - A. Board Retreat on July 16-17, 2014 in Los Angeles
 1. Location at JACCC, 5th floor cultural room.
 2. 7 rooms on hold at the Miyako hotel for Board members on Tuesday and Wednesday nights.
 3. Facilitator (to help with mission/vision work and potential training component)
 - a) Gayle (from Launch meeting) is not available but suggested another LA based facilitator trained in the same method.
 - b) CompassPoint also provided a few other LA based facilitators.

- c) Sue to schedule initial interview calls. Wisa/Roy can sit in on call if needed.
 - 4. Additional agenda items
 - a) Meet/greet/update session with JACCC's ED, Leslie Ito
 - b) Dynamics/Org structure with addition of ED
 - c) Branding. How to use NATC for org promotion?
 - B. WTG - headed by Program (discussed in committee report)
 - 1. Leadership Forum, Thursday July 17, 1-4PM
 - 2. Marketplace Table
 - a) Haven't received confirmation of reservation.
 - b) Let Ben know if any Working Committees have information that they want presented at table.
 - (1) NATC will have a flyer/postcard.
- V. New Business
 - A. SJT/TCA Internship - June 23 - July 18 (one month only)
 - 1. San Jose Taiko (SJT) and Summer Taiko at Stanford (STAS) camp will fund 2 interns.
 - 2. SJT will contract/host/supervise both interns in a 50/50 mix of SJT/TCA work.
 - 3. Board/WC Chairs can post intern tasks here
 - a) Submitted tasks should require minimal supervision, or submitter should be able to provide training to interns.
 - B. CompassPoint Multicultural Board Development Information
 - 1. Sue Yuen offering to share information learned from 8-week class run by CompassPoint on Board Development (how to be a good board member) with TCA Board members and Working Committee members
 - a) Wednesdays, for 1 hour, 6:30PM PDT. Recurring GoTo Meeting link.
 - b) Potential to develop a content module for potential NATC use or future TCA (definitely archived sessions at the very least).
 - c) Will announce via all-comm@taikocommunityalliance.org.
- VI. Action Items
 - A. Board asked to brainstorm potential ED candidates and/or resources (networking). Please forward to Trans Comm by May 9.
 - B. Board asked to submit potential members for this Membership committee. Submit to membership@taikocommunityalliance.org by May 9.
- VII. Announcements
 - A. Next Board Meeting: Monday, June 2 at 6:30-8:30pm PDT.
 - 1. TCA Board meetings will rotate between Sundays, Mondays, Wednesdays, and Fridays of the first FULL week of the month until new Board members enter.
 - B. Friday, May 23 8pm Kaoru Watanabe and Kenny Endo concert at JANM. Also listed on TCA Community Events page.

VIII. Adjourned at 8:07PM PDT.

Minutes approved at June 2, 2014 meeting.

Program Committee

Met 4/14

- Membership:
 - Jon Campbell officially added
 - Eric Chang (prospective)
- Activities/Progress:
 - AMA with Johnny Mori (postponed until Autumn 2014 to align with TCA membership drive)
 - Live Q&A Launch: Studying Taiko in Japan (collab. with ORCC, Ben Pachter-Lead)
 - Date: Saturday, May 10
 - Time: 4pm PST
 - Location: livestream.com
 - Content: PUBLICITY BLURB
 - Advertising starting this week on social media
 - Practice Drum Building Workshop (Date TBD)
 - May 1= Event & Cost Update: Send out budget for event kits and mailing to Prog Comm for final approval. Cost and final event date will be determined at this time.
 - May 10= Deadline to finalize details and start event registration and advertising to push during Q&A event
 - June 1= Participant registration deadline
 - June 15= Stuart mail out all the kits
 - End of June/early July = Event date
 - WTG
 - Tabling (Ben Pachter- Lead)
 - Committee chairs, please let Ben know whether you might have materials you would like to leave at the table.
 - Jen Caballero will be organizing Live Tweeters
 - Leadership Forum (Elise- Lead)
 - In communication with Bryan to see if pre-registration is possible
 - Ideal format would be exactly the same as TCA Launch:
 - Pre-registration deadline by mid June
 - Homework (D-School Empathy model) assigned by July 1, due upon arrival
 - If this format isn't possible, can re-think a version without Homework, or without registration.

- Potential Upcoming Events before year end:
 - Taiko Site Visits (video shorts)- LATI (free)
 - Demystifying Nonprofits Webinar Series: workshop series featuring various aspects of nonprofit management (paid)
 - Featured monthly drill/open source piece (free and paid)
 - Livestream concert (free)

Nonprofit Status

- Membership (no changes)
- Activities/Progress
 - 501c3 Application - waiting on IRS review
 - Registrations in other states - doublechecking state thresholds to figure out which states TCA will also have to register with

Communications Committee

- Membership (no changes)
- Activities/Progress
 - Website - Elise, Wisa
 - Did not upload testimonials submission page.
 - Create Community Events page for all submissions.
 - Social Media - Jacob, Elise, Jane, Brian, Chelsey, Terry, Meg
 - Facebook covered, but needs regular Taiko Tuesdays posting on second Tuesday of each month.
 - Chelsey volunteers to help here as she works in this area. Facebook is charging people to display posts. Posting more frequently will help posts show in feed.
 - Mitchell Fukumoto has been using employee ad “time” to boost TCA posts. Not doing every post, focusing on promotional ones.
 - Empowering Taiko Tuesday lead to decide on own, but for transparency will set up a googledoc with Taiko Tuesday planned posts for all Comm Comm to see.
 - Twitter needs more TCA activity.
 - Instagram needs more TCA activity.
 - HootSuite was purchased in order to make automatic updates.
 - E-Newsletter - Jane, Wisa, Wanda
 - One community event submission for Marco Lienhard’s classes in SoCal.
 - One community event submission for Taiko Tour.
 - TCA Branding
 - Beginning discussion on determining a cohesive look/feel (font/colors) for all publications - newsletters, website skins.
 - Elise has collected all of the information (colors used, fonts, etc)
 - Taiko Explorer (Mitchell-code), Taiko Map (Linda-code), Taiko Source (Ben-word press), NATC, TCA site (word press)

- Currently feels separate
- Would like them to feel connected as under the TCA umbrella.
- Options: Gateway page with graphics that opens up to different sites; Unified styles within sites to keep feel the same.
- What kind of experience do we want visitors to have? What message are we sending?
- Logo?
- Same header?
- Same genre/button shape/topography/fonts?
- April Newsletter
 - Program Committee - AMA (ask me anything) with Johnny Mori
 - Program Committee - ORCC Taiko Source blog launch
 - ED Job Posting
 - Will also repost on FB and use Mitchell's boost
 - Announce Community Events submissions.
 - Leaders' Retreat is only committee looking for new members so will not do an open call
 - Need to share volunteer info from NATC date survey form with Rome.
- Potential newsletter post - Graphics Design contest to design TCA's logo (Board vets, and charter members vote from top 5). Faster alternative: hire a graphics designer do it.

Transition

Met on 4/14

- Membership (no changes)
- Activities/Progress
 - Executive Director Search: Received 4 applications for ED post at the time of our last TC meeting.
 - TC also came up with a list of resources and potential candidates and has began reaching out to those people.
 - Board Nominations/Elections Process: Discussed moving the timeline forward for Board elections so as to not conflict with membership drive at end of year. Committee agreed and new timeline in the works.

Membership & Finance (officially split!)

- Membership: existing members have been asked to join new committees (Membership, Finance, and/or Fundraising).

Membership

Did not meet yet

- Membership: Recruited Aya Ino as the chairperson.
 - Looking for 2-3 additional members. Need suggestions.

- Near-term responsibilities and tasks:
 - Work closely with the new Program Committee on the creation and publicity of new member-focused programming
 - Plan and implement an end-of-charter-drive push for June 30th deadline
 - Discuss and announce any new membership rate changes and benefits (ex: group memberships) for July 1st, leading up to NATC in Summer 2015.

Finance

Did not meet yet

- Membership: Sue Yuen to remain chair.
- Near-term responsibilities and tasks:
 - Selection and implementation of an accounting system/technology, compatible with Salesforce, in time for the collection of the charter membership payments.
 - Preparing 990 for May 15th IRS deadline

Fundraising

Did not meet yet

- Membership: Sue to remain chair.
- Near-term responsibilities and tasks:
 - Create and launch a stewardship plan for the current major donors (Asano, Miyamoto, Janet Koike, others)
 - Create a strategy to cultivate additional major donors in conjunction with the charter membership June 30th push (e.g. matching partners, etc)
 - Create a grants strategy and draft proposals that will be ready to send as soon as we get our 501c3 status (summertime).

NATC

- Membership (no changes)
- Activities/Progress
 - Conference Coordinator: NATC Comm revising NATC2011 Job Description
 - Survey - Mark Rooney, Jen Caballero
 - a) workshops
 - b) other activities (specific to Las Vegas)
 - c) performances (Taiko Jam, Taiko Ten - theme, like "new works")
 - Website - Kristi volunteered to be the NATC Webmaster
 - contact Tech Committee to see what shape the NATC website is in and what we need to do to activate/use it
 - Budget - need to determine who will oversee
 - Theme - should we have one for 2015?

Tech Resources

Met April 7, 2014

Next meeting: Monday, May 5.

- Membership (no changes)
- Activities/Progress:
 - Preparation to support NATC
 - Transferring taikoconference.org DNS to TCA
 - Goal: have registration interface up by October
 - General support
 - Sandi working with Comm Comm to generate design options
 - Consider Stayclassy.org for monetary collection interface with Salesforce (in 2014 use this for membership fee collection and NATC)
 - Salesforce support
 - Creating a list of features desired in order to assess type of needed in a Salesforce consultant.
 - Taiko Mapping Project: Extract group info and incorporate into map for TCA website.
- Need from other committees
 - Who will update NATC site?

Online Resource Content

Meeting postponed until after Board Meeting due to inability to find time when majority can be present (will be on Monday, May 12)

- Membership (no changes)
- Activities/Progress:
 - ORCC/ProgComm Learning Taiko in Japan Online Q&A scheduled for Sunday May 11th 8 am JST/Saturday May 10th 4 pm PST
 - Q&A will be moderated by Ben Pachter; panelists will be Chris Holland, Joe Mignano, & Joe Small
 - Will be broadcast on Livestream
 - NATC materials transfer still proceeding as planned (to be picked up after Intercollegiates)
 - Storage will be arranged once materials are in San Jose, and it is determined how much space is required
- Taiko Explorer general release planned soon
 - no exact timeline - dependant on final checks

Leaders' Retreat

No meeting since last TCA Board meeting; next meeting May 9 at 7 PM PST

- Membership (no changes)
- Activities/Progress
 - Survey
 - sent survey to 25 leaders; received 15 responses
 - initial analysis suggests strong interest in having some kind of retreat, with more support for a shorter gathering (2-6 hours) rather than a multi-day retreat

- will analyze and discuss results in committee and present at next TCA Board meeting
- raw survey data available to Board members