

TCA Board Meeting
October 14, 2015 6:30-8:30PM PDT
via GoTo Meeting

The intent of these abbreviated meeting minutes is to highlight Board actions, decisions, special events and projects. Please contact TCA at info@taikocommunityalliance.org for more details on any item.

AGENDA

- I. Called to Order at 6:36PM
 - A. Present: Jane Lin, Margaret McKenty, Johnny Mori, Alan Okada, Derek Oye, Stuart Paton, Wisa Uemura, Linda Uyechi
 - B. Regrets: Rome Hamner, Stan Shikuma
 - C. Committee Chairs: Elise Fujimoto
- II. Approval of Previous Meeting Minutes
 - A. Alan Okada moves to approve September minutes; Stuart seconds; Unanimous approval. Motion approved.
- III. Committee Reports
 - A. Executive Committee (Chair: Johnny Mori)
 1. Updates are covered in committee updates.
 - B. Membership Committee (Chairs: Margaret McKenty and Derek Oye)
 1. Membership Campaign
 - a. Timeline change had to be adjusted due to technology purchases and data management. There is a phased roll out of the membership renewal emails.
 1. Currently, there are at least 6 to 7 large donations (> \$250) and 5 lifetime memberships. In total, there is approximately \$8k in collections from all memberships.
 - b. Soliciting potential donors for draw prizes (need Board help)
 - c. Taikothon: Sunday, November 15th at Senshin Buddhist Temple.
Theme: Taiko-ppreciation
 2. Tech Comm handling Salesforce readiness for data entry
 - a. *Kudos to Sue and Linda - HOURS of data entry and clean up AND creating web forms. Sue has been working full time and overtime on this campaign.
 - b. Data entry volunteers led by Natalie Hudson has 8 volunteers trained by Sue. They continue to meet on Mondays for additional training and troubleshooting. The team will happily accept more volunteers. For confidentiality reasons, data entry volunteers will only see current membership & donation data on Salesforce.
 - c. Salesforce is a very powerful database that holds various information and will help us understand our audience. It can track previous donations, attendance at events, etc for future targeted campaigns. It also helps tracks volunteer efforts to help us identify volunteer superstars.

3. ACTION ITEMS:
 - a. Draw prize solicitation and donations (also asking Committee members) using potential donor sheet and letter or email. Handling most in-kind donations can be routine; refer other queries/offers to Margaret/Derek.
 - b. Can Board give and/or recruit "virtual" prizes? (i.e., professional advice, Skype lessons, etc.)
 - c. Need to decide how to acknowledge Lifetime members.
 1. Right now, Derek/Margaret will share the list of large donors and someone from the Board should reach out to them.
 - d. Conversations needed with major donors/sponsors for possible partnership:
 - e. Support Taikothon (Nov. 15) - SPREAD THE WORD!
- C. Finance Committee (Chair: Wisa Uemura)
 1. Year-To-Date (YTD) Financial Report
 - a. Membership drive goal was reduced from \$50k to \$35k.
 - b. Current estimated donation is \$6k.
 - c. Monthly expenses are approximately \$4k.
 2. UNLV Event Services Payment Plan has been revised in order to accommodate TCA's cash flow
 - a. Payments/installments are made in amounts determined by TCA
 - b. Installments due on Oct 15, Nov 1, Dec 1, Jan 5. Balance in entirety paid in full by Jan 31, 2016.
 - c. Exec Comm has recommended \$5,500 for the first UNLV installment due Oct 15 based on retaining 2 months of expenses without touching Board member loans.
 3. TCA has received/deposited 75% payment of the California Arts Council (CAC) grant
 4. Three board members have put in loans to assist with cash flow. Current total value of loans is \$16k. Terms being discussed are no-interest, balance paid in full by 12/31/16. Formal agreements to be completed for each loan.
 - a. ACTION ITEM: Board approval of Exec Comm recommendation to accept no-interest, unsecured loans from Board Members to assist with TCA cash flow
 - b. Linda Uyechi moves to accept the above action item. Margaret seconds. Unanimous approval. Motion approved.
 5. ACTION ITEM: Board approval that Exec Comm will determine future UNLV installment amounts.
 - a. Exec Comm can approve amounts up to \$10k.
 - b. Exec Comm will determine amounts with the intention to retain 2 months of expenses and not touch Board member loans.

- c. Alan moves for Exec Comm to determine UNLV installment amounts. Margaret seconds. Unanimous approval. Motion approved.

D. Fundraising Committee (Chairs: Rome Hamner and Derek Oye)

1. Working on fundraising plan; should have draft for Board review for next meeting- will need Board input on fundraising goal
2. We have current info on CAC grant deliverables and are working with Prog Comm to make sure all deliverables are accomplished.
3. The main goal of Taikothon is awareness in conjunction with membership drive. However, it will act as a small fundraiser.

E. Comm Comm (Chair: Jen Caballero and Elise Fujimoto)

1. Membership committee members have been updated and members are on-boarded to TCA assets excluding Salesforce and Google Suite. They have access to website, Mailchimp, Facebook page, Instagram, Jotform.
2. Elise has updated the website so it is much more compatible with mobile devices.
3. ACTION ITEM: Elise has been working on updating the website for the Membership Campaign launch, and needs the following materials from all board members (email sent Monday 10/12):
 - a. Updated or new BIO
 - b. Headshot - will be cropped into a square
 - c. Standing Committee List approval for website
 1. Jane will publish list to committee chairs for confirmation.
4. Jen is planning a newsletter for this coming Thursday, October 15 featuring membership campaign, CAC Grant, Taikothon and reminder to submit community taiko events.
 - a. Elise/Comm Comm will coordinate ads as promised to major donors of NATC/Drummers' Circle.
5. Sergio is also starting a social media campaign this week to coincide with the launch of the membership drive featuring set posts each day.

F. Tech Resources (Chair: Linda Uyechi)

1. Wisa, at the request of TCA Tech Comm and as individual member of Exec Comm, approved the following tech resources at the request of TCA Tech Comm:
 - a. a \$2500 annual expense (charged in \$208 monthly increments) for ExactTarget, a Salesforce integrated emailing platform that allows for targeted emailing of our database, less emails going to spam, and since it talks to SF email addresses will be as up to date as our SF info.
 1. Unsatisfactory delivery of ExactTarget functionality delays implementation of the product. Contract was cancelled. 2015 membership drive will use Mailchimp. Tech Comm will revisit ExactTarget in 2016.
 - b. a \$30/month, 3 month commitment for use of WuFoo, a form-creator that can differentiate between membership dues and donations.
2. Sue created infrastructure for 2015 membership drive.

- a. built Wufoo and Jotform forms; linked to Salesforce.
- b. designed process for membership drive
- c. created training materials and ran training session for membership campaign volunteers
- d. created training video and training materials.

G. NATC Committee (Chair: Stan Shikuma)

1. Site Visit by Johnny/Derek

- a. Johnny/Derek met with Diana Wu and Johnny Nguyen for a site visit of UCSD. Since Johnny is a member of the university, we would be getting a 50% discount on Price Student Center. Through the visit, there were 12-13 rooms that were usable for workshops. Accessibility of rooms (location and time of availability) were acceptable.
- b. Overall SD community is very enthusiastic. Diana knows that she needs to identify leads and delegating work. Diana has no experience with grants and she is finding out if anyone else has any experience. UCSD is working on updating their budget before TCA commits to a final answer.

2. ACTION ITEM: Board decision is needed regarding NATC 2017 site.

- a. NATC Comm is working on a MOA with SD Community. Final decision will be made via email. NATC Comm will confirm revised budget is reasonable and notify Board.
- b. NATC Comm should connect committee leads from Stanford and UNLV to SD and share Best Practices.

H. Programming (Chair: Elise Fujimoto and Jane Lin)

- 1. Membership has been confirmed as: Jane Lin, Elise Fujimoto, Benjamin Pachter and Ai Matsuda. More members will be solicited in the coming weeks.

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

- 1. Committee membership is almost finalized. In general, the months of June-Dec will be used to cultivate relationships with potential candidates. The months of Jan-May will be used to update the application and its process and submit potential candidates to the board after vetting applications.

IV. New Business

- A. Exec Comm will look into planning a board retreat in 2016 focusing on strategic planning only. We could also line this up with a Board visit to SD to show our support and check in.

V. Announcements

- A. Committee reports inputted into 11/13 agenda by Monday November 9, 11:59pm Pacific Time.
- B. Next Board Meeting: Friday November 13, at 6:30-8:30pm PDT
 - 1. Regrets: Stan

VI. Adjourn at 8:50PM.