

TCA Board Meeting
December 13, 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 6:33PM
 - A. Present: Rome Hamner, Margaret McKenty, Alan Okada, Derek Oye, Stuart Paton, Jane Lin, Stan Shikuma, Wisa Uemura, Linda Uyechi, Committee Chair: Elise Fujimoto
 - B. Regrets: Johnny Mori
- II. Approval of Previous Meeting Minutes
 - A. Wisa moves to approve summarized November minutes; Alan seconds; Unanimous approval. Motion approved.
- III. Committee Reports
 - A. Executive Committee (Chair: Johnny Mori)
 1. Board Retreat 2016 is scheduled for February 13-14 in San Jose. Agenda in development. Email Jane if you have anything you would like to cover in the agenda.
 2. Annual Report will include letter from Johnny, programming summary and financial report. Target release in February.
 - B. Membership Committee (Chairs: Margaret McKenty and Derek Oye)
 1. Final Push
 - a. Sending out appeal letters through Salesforce - approximately 1,600 being sent by volunteers manually. Direct email in October was most successful strategy
 - b. Most of the outreach has been to individuals, not to groups to appeal to their members. Genki Spark is an example to have all their members as part of the TCA.
 2. Taikothon
 - a. Success - Thank you for video submissions and support
 - b. Over 45 views at one time. Average of 250 views per video/section
 - c. Videos are still available on TCA's Livestream. The link is posted on Facebook and our website.
 3. Raffle
 - a. Members have been very appreciative of raffle prizes. Thank you for everyone's efforts to get the prizes. Thank you to Asano Taiko US for their generous shime donation.
 - b. Three draws (scheduled bi-weekly) and Taikothon draw done; two to go (Dec 25 and Jan 1)
 - c. **Share as much as you can! Publicize holiday photo contest.**
 - d. People get an extra ticket in the raffle if they are a charter member and the winner of the holiday photo contest.

4. Badges
 - a. There are currently 9 prizes associated with 9 badges.
 1. NATC Registration added for "New Members" category.
 2. Three levels of grants added for "Total Members" category.
5. MONEY UPDATE; Membership Statistics (as of 12/13/2015)
 - a. Members: S/43, R/347, L/13 = total 410
 - b. Donations: just over \$6.5k
6. Board Help
 - a. Reach out personally to your network.
 - b. Help push on social media.
- C. Finance Committee (Chair: Wisa Uemura)
 1. TCA Financial Report
 - a. Membership Drive is going well enough to keep us above water. However, we did hope that we would be getting \$35k in just membership fees and then additional donations on top of that.
 - b. Wisa is looking into CAC Grant to see when we can invoice for the remainder of the grant since we have matched the grant amount.
 - c. Derek moves for the board to pay out the remainder of the UNLV balance. Alan seconds. Unanimous approval. Motion passes.
 2. Need to update Nov 2014 Delegation of Fiscal Authority Policy
 - a. Remove Bruce Davis and Susan Yuen; Add Jane Lin as Secretary and assign Wisa Uemura as Treasurer.
 - b. Approving authorization of expenditures by Exec Comm.
 - c. Alan moves to update the Delegation of Fiscal Authority Policy as recommended above. Stuart seconds. Unanimous approval. Motion passes.
 3. Exec Comm did approve \$1950 additional money for the microgrants. Keep in mind that this is more of a pledge as we need to earn the badge.
- D. Tech Resources (Chair: Linda Uyechi)
 1. Membership Drive
 - a. Almost 1700 targeted emails will be delivered by Data Team. Leyla has sent the majority of emails!
 - b. Sue generated dashboards to support badges incentive.
 2. 2016 tech projects to report on at Jan. Board meeting.
 - a. Membership drive de-brief.
 - b. Taiko Census support
 - c. Self-service personal information management for individuals.
 - d. Tech Potential: Targeted email service for TCA members.
 1. Don't want to be relying on data entry team members. Will likely need to increase budget for this additional service.
 - e. Automating membership drive
 1. Sue mentions that aside from using ExactTarget to make sure emails go in inboxes, the human portion forces us to make sure that we are looking at the data.
 2. There is a fear of volunteer burn out but then maybe we can focus our efforts on recruiting more volunteers.
- E. Comm Comm (Chair: Jen Callabero and Elise Fujimoto)

1. Social Media & Newsletter Stats Update
 2. Upcoming Plans
 - a. Social Media: Photo Contest to promote membership drive. Photos will be sent to TCA and get posted in a shared album. Winner will be decided by number of “likes” and wins an extra ticket to the grand prize raffle drawing.
 - b. Newsletter:
 1. Thursday Dec. 17: featuring Badge program, Genki Spark story, and TCA membership volunteers
 2. Thursday Dec. 31: Oshogatsu Newsletter: Year end Review and final membership reminders
 3. Please submit your Board bios.
- F. NATC Committee (Chair: Stan Shikuma)
1. UCSD needed to release the hold so we reserved Aug 11-14.
 2. Johnny has told SD group that the board does intend to host in SD. However, he would like to see the financials before making the public announcement.
 - a. Local Committee has done mockup of workshops in facilities..
 - b. We are currently waiting on breakdown of facilities costs, especially the theater. The theater is smaller so we are anticipating doing two shows: Saturday night and Sunday evening.
 3. NATC Committee is looking into alternatives for scheduling (ex. connecting workshops, having multiple teachers for a workshop, etc).
 4. NATC Committee to discuss whether it is within TCA’s purview to say that workshop leaders with TCA membership will get preference above non-TCA member to be a workshop leader at NATC?
- G. Fundraising Committee (Chairs: Rome Hamner and Derek Oye)
1. One grant lead due at the end of this year: Terasaki Fund has a small grant (\$3000) that could be a potential. Fundraising and Programming Committee are in discussion.
 2. ALL BOARD MEMBERS, PROVIDE FEEDBACK ON FUNDRAISING PLAN!
- H. Programming (Chair: Elise Fujimoto and Jane Lin)
1. **Census:** Elise and Linda are working on developing a questionnaire to release in spring 2016.
 - a. Database cleanup is needed prior to census release to the public.
 - b. Two surveys are being made. One for general demographic collection. The second one is for anyone that identifies themselves as a teacher to learn more about teaching.
 - c. The intent is to normalize workshop fees so this would help with budgeting in the future.
 2. **Webinars:** We are currently pursuing the following two ideas
 - a. Grant writing workshop - in conjunction with the release of the membership drive microgrant.

- b. Interview/Showcase of Yamato - in conjunction with their USA tour.
 - 1. We should feature North American taiko groups as well.
 - c. Regarding Terasaki grant, our ideas were focused on North American taiko group.
 - 3. **Collegiate Taiko Advisory Group**
 - a. Invitational: UC Davis has their workshop spaces booked. Budget is a major concern. They are looking to get workshop leader invitations out over their winter break.
 - b. ECTC: Gendo (Brown/RISD) will be hosting in 2017. Budget is a major concern.
 - c. Committee to look into how many of the students are actually TCA members. How can we get more collegiate students to come to NATC? What would the collegiate community like from TCA?
 - 1. TCA is looking to have a presence at Invitational/ECTC.
 - 2. Collegiate community will likely need financial support. One way to do that is to help sponsor tshirts.
 - 3. NATC 2015 fell on graduation for most California schools.
 - I. Board Development Committee (BDC) (Chair: Wisa Uemura)
 - 1. Committee plans to reconvene soon and review list of potential candidates.
 - 2. Please send potential Board members to wisa@taiko.org with emails
- IV. Old Business
 - A. Connecting NATC leads from Stanford and UNLV to SD
 - 1. Elise reached out to leads of 2011 and 2015 conference. Most people were willing to be advisors. 3-4 people were interested in being involved in the committee level.
- V. New Business
 - A. ASANO TAIKO US can use Taiko Jam photos on their website and credit TCA and the photographer by writing "Photo by _____, courtesy of TCA"
 - 1. Taiko Jam performers signed a contract that included a photo release waiver.
- VI. Action Items
 - A. Board bios
 - B. Feedback on fundraising plan.
 - C. Email potential board candidates to Wisa.
 - D. NATC Comm to look into workshop leaders having TCA membership.
 - E. Jane/Linda to look into getting collegiate students more involved in the community in general and how TCA can help collegiate community.
 - F. Committee reports inputted into TBD agenda by TBD, 11:59pm Pacific Time.
- VII. Announcements
 - A. Next Board Meeting: Monday January 11, at 6:30-8:30pm PDT
 - 1. Regrets: none
- VIII. Adjourn at 8:10PM.