

TCA Board Meeting
February 10, 2015 6:30-8:30PM PDT
via GoTo Meeting

AGENDA

- I. Called to Order at 6:34PM
 - A. Present: Margaret McKenty, Alan Okada, Derek Oye, Stan Shikuma, Wisa Uemura, Linda Uyechi, Stuart Paton, Committee Chair: Elise Fujimoto
 - B. Regrets: Jane Lin, Rome Hamner, Johnny Mori
- II. Approval of Previous Meeting Minutes
 - A. Alan motions to approve summarized Jan 11, 2016 minutes; Margaret seconds; unanimous approval.
- III. Committee Reports
 - A. Executive Committee (Chair: Johnny Mori)
 1. Board Retreat for 2016 will be at San Jose Taiko Office.
 - a. Special guests: inviting Elise (Strategic Planning through Programming), Sue (unavailable but sent comments), and Peter (Saturday lunch) as significant volunteers to provide logistical input.
 2. Annual Report will include Informational/Promotional piece explaining who we are and what we do.
 - a. Planning to post annual report on website and sharing link via newsletter and social media. Will also print a few hardcopies for fundraising purposes.
 - B. Finance Committee (Chair: Wisa Uemura)
 1. Review of TCA Financial Report (2015 YE and 2016 YTD)
 - a. Some revision made to Annual Report Financial Summary
 - b. Inquiries into cash flow regarding early NATC17 expenses (Coordinator and facility deposits).
 2. Monthly burn rate is pretty low (~\$1k) with exceptions for high programming months (census, webinar)
 3. No anticipated income for first half of month
 - C. Fundraising Committee (Chairs: Rome Hamner and Derek Oye)
 1. Submitted grant to California Arts Council (CAC) earlier today
 - a. same grant program that was awarded last year - Statewide and Regional Networks
 2. NEA 424 (simple application form) due 2/18, Rome is working on this. Full proposal to NEA will be due 3/3
 - D. Programming (Chair: Elise Fujimoto and Jane Lin)
 1. Taiko Census Plan was presented and reviewed.
 - a. We hope the census might serve as the main initiative that TCA pursues this year. We would like to extend the invitation to participate in this year's census to include anyone who has ever played taiko. This will help us work towards developing a complete image of our community, as well as to set TCA apart as perhaps the only arts organizations in North America working towards a

comprehensive historical record of its art form. We propose that we set a goal to have **5000 participants in the census!**

1. Timeline: Feb - develop, Mar - draft review and test, Apr - distribute, May-June - analyze, post-June - share findings.
 - a. If main distribution month is April, use collection/sharing of data at ITI as a selling point for collegiate players.
2. Discussion about whether it's important to pursue people no longer playing. Census team felt there is a need for completeness of information (historical data)
3. Financial Impact:
 - a. Wisa approved upgrade to SurveyMonkey Gold \$300/yr and implementation of ExactTarget (improved emailing platform) \$2,000/yr
 - b. Margaret suggest some sort of incentive system to promote response
 - i. Stuart has practice taiko still available and can cover shipping for up to 3 drums in the lower 48 states.
 - ii. Drawing for some sort of gift card?

b. The census is important because:

1. it leverages the resources we have
2. it sets TCA apart; it establishes a foundation of information that no other taiko organization has
3. it will inform and set the agenda for TCA to serve the community in the near future

c. We are asking:

1. for board approval for the census plan
2. for board participation in the aggressive marketing plan we'll propose.
- d. Getting the word out serves to be as exciting a process as being able to process and present data from **5000 taiko players!**

2. Webinar

a. Timeline - one in March and another in May.

b. Ideas

1. Kenny Endo Interview (March)
 - a. Careful not to promote any of his specific events (beyond website and newsletter listings like everyone else).
 - b. Focus on his perspective of how taiko has changed over the years
2. Costume based workshop (either March or late May)
 - a. First Half - Video of how to get dressed
 - b. Second Half - Roundtable discussion
3. Summary of Census results (late June)
4. Grant writing
5. Karen Young membership

c. Budget

1. Presenter fees was discussed. Board suggests proposing an annual budget to Exec Comm.
 3. Video archival database and permissions
 - a. Ben Pachter is working on starting up this project and drafting a proposal.
 1. Make sure any test emails clarify Ben's position with TCA, that this is a TCA sponsored project, unaffiliated with Taiko Source.
 2. Initial focus is on existing NATC material and setting up proper protocol for future.
 3. Potential funding point.
- E. Tech Resources (Chair: Linda Uyechi)
1. Supporting Taiko Census PLAN (see above)
 2. Acquiring, updating and upgrading resources
 - a. Acquired taikocensus.org DNS for 2016 census drive (& beyond)
 - b. Upgraded Survey Monkey to accommodate census needs
 - c. In process of activating ExactTarget
 - d. Converting Amazon Web Services (AWS) services to Amazon's reserved services (money savings) for TCA website
- F. NATC Committee (Chair: Stan Shikuma)
1. Committee met on Feb 5, 2016. Hoped to introduce Diana Wu/San Diego Host Committee but they were unable to attend
 2. Update on Venue/Facilities Reservations and Cost estimates
 - a. Rooms are reserved
 - b. Johnny to follow up with SD folks for final numbers. Once budget for facilities is confirmed, TCA can proceed with announcement of location and date.
 3. Update on NATC Budget
 - a. working off of template from prior NATCs, but we need to start penciling in specifics for SD site
 - b. In 2011, there was an MOU with SJT to cover logistic responsibility and financial split. Did not have an MOU for Las Vegas.
 1. Board agrees an MOU with an entity in San Diego, representing the local committee, is appropriate.
 2. Who should sign MOU for San Diego? Diana Wu has an LLC or San Diego Taiko Community if they formalize as an official entity/corporation.
 3. If go with an MOU, it should include things like office space for coordinator, printing costs, etc. What would SD want in an MOU?
 4. Setting up Working Committees
 - a. Initial list of what is needed now and what can wait until later
 5. Conference Coordinator
 - a. Review job description/expectations
 - b. Confirm budget for position(s)
 - c. Set timeline for recruitment/selection/hiring (goal Aug 2016)
 6. RFP for NATC 2019

- a. Timeline for RFP and selection - RFP circulated at least one year prior (by Aug 2016), Selection by 3 months prior (May 2017); involve 2019 host committee with final prep and production of 2017 NATC; goal is to announce the site at the end of NATC 2017
 - b. Recruiting applicants: New York, Sacramento?, DC?, LA?
 - 7. Content/Programming Brainstorm
 - a. Workshop Track System - one instructor for 3 sessions/ same students
 - 1. Drum-building tracks
 - 2. Performance tracks could present onstage at closing session
 - b. Off-set workshop schedule - see Yuta's suggestion
 - c. Women in Taiko as a plenary or special session
 - d. Costumes workshop
 - e. Grant-writing or Touring workshops
 - f. Keynote speaker - if bringing in a special guest, have them perform at Taiko Jam, lead a workshop(s) and speak for max benefit for cost -- e.g. Eitetsu Hayashi?
 - g. Theme for conference?
 - h. Develop/apply for an actual TED Talk Session
 - i. Promote emerging artists - e.g. folks like Joe Small/others just starting out as professionals who could teach, perform, talk at NATC
 - j. Special Award/Lifetime Achievement -- to honor deserving individuals/groups; also can be a fundraising point
 - 8. NEXT Steps:
 - a. choose what things we really want to implement at NATC 2017
 - b. choose what our goals are collectively - THEME/CONCEPT
 - c. choose what our goals are individually - Working Committee, program elements to lead
 - 9. Future Facing Questions
 - a. Does TCA want to be a conference producer as a primary activity?
 - 1. Are we going to continue the practice of taking NATC to a new city every two years? Or go back to the goal of returning to LA/Little Tokyo every other time? - discussed pros and cons
 - 2. NATC impact on finances - biggest income, biggest expense, can lead to a "Boom and Bust" cycle in finances; how do we envision funding NATC long term - through registrations primarily? or grants and donations? other?
 - 3. Impact on TYPES of conferences we host, FREQUENCY of conferences we host - should we do more targeted/specific conferences (e.g. leadership conference)? Should we move to a big NATC every 4 years? or make NATC an annual event?
 - b. Does TCA want to be more of a funding/training/resource organization?
- G. Comm Comm (Chair: Jen Callabero and Elise Fujimoto)

1. Reviewed statistics of Facebook posts and Newsletter.
 - a. Facebook: Clearing airwaves for Census (radio silence) and upcoming programs.
 - b. Newsletter: Thursday after Board Meeting - Submit stories for newsletter by NOON, the Monday prior to Newsletter sends.
 1. Press Release/Publicity should be submitted:
 - a. <https://form.jotform.com/60180955203955>
 2. Community Announcement Form:
 - a. <http://form.jotform.us/form/41026799290157>
 2. Website & Rebrand
 - a. Planning out post Census redesign and rebrand with the following schedule:
 1. March: Board Survey
 2. June: Census supplemental question response reviews
 3. July: Logo contest setup (Sergio)
 4. August: Logo Contest
 5. September: Redesign launch
- H. Membership Committee (Chairs: Margaret McKenty and Derek Oye)
1. Template acknowledgment letters for in-kind and major financial donors are in development, to be mail-merged & printed (ready for signatures) in time for Board retreat. Sue Yuen to train Derek & Margaret on using CongaMail on Friday, Feb 12.
 2. Membership Campaign 2015 updates:
 - a. Cost for raffle draw prizes (envelopes & postage) is approximately \$200 to date. One prize gone astray may require re-send.
 - b. Follow-up email about incomplete membership payment to be sent to 17 individuals.
 - c. Learnings & best practices are being documented.
 3. Ongoing/regular checks of Salesforce will be needed to address queries & concerns.
 4. Special recognition for Lifetime memberships still in development.
- I. Board Development Committee (BDC) (Chair: Wisa Uemura)
1. Wisa emailed all names on potential Board member list and is updating googledoc as they reply.
 2. Need to update website with revised dates (Deadline April 15)
 3. Please submit any new names to Wisa with contact email address and why you think they'd be a value-add.

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. None

VI. Action Items

- A. Board bios
- B. Feedback on fundraising plan.
- C. Email potential board candidates to Wisa.

- D. Submit stories for monthly newsletter by NOON, the Monday prior to Newsletter sends. Newsletter sent out Thursday following Board meeting.
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 - E. Committee reports inputted into 3/18 agenda by March 15, 11:59pm Pacific Time.
- VII. Announcements
- A. Next Board Meeting: Friday March 18, at 6:30-8:30pm PDT
 - 1. Regrets: Stan may have a conflict.
 - B. 2016 TCA Board Meeting Schedule
- VIII. Adjourned at 8:28PM