

TCA Board Meeting  
May 9, 2016 6:30-8:30PM PDT  
via GoTo Meeting

AGENDA

- I. Called to Order at 6:36PM
  - A. Present: Jane Lin, Margaret McKenty, Johnny Mori, Rome Hamner, Alan Okada, Derek Oye, Wisa Uemura, Linda Uyechi, Stuart Paton, Stan Shikuma (7:45ish),  
Committee Chair: Elise Fujimoto (attending following Elections)
- II. Approval of Previous Meeting Minutes
  - A. Stuart moves to approve April board meeting minutes. Margaret seconds. 8 approvals and 1 abstain (Wisa due to absence). Motion approved.
- III. Committee Reports
  - A. Board Development Committee (BDC) (Chair: Wisa Uemura)
    1. TCA received total of 10 applications
    2. Board to elect up to 7 positions to fill
      - a. 4x 3 yr terms for 2019 class
      - b. Up to 3x 1yr terms to complete 2017 class
    3. Wisa reviewed nomination and election process.
    4. Closed session to discuss individual applicants at 6:40PM.
    5. Reopened session to approve candidates at 8:22PM.
    6. Jane motions for Alan Okada to be renewed for a 3-year term as a board member. Wisa seconds. 9 in favor; 1 abstain (Alan). Motion approved.
    7. Jane motions for Elise Fujimoto to be elected for a 3-year term as a board member. Johnny seconds. 10 in favor. Motion approved.
    8. Jane motions for Toni Yagami to be elected for a 3-year term as a board member. Margaret seconds. 10 in favor. Motion approved.
    9. Jane motions for Tamiko Ooka to be elected for a 3-year term as a board member. Stan seconds. 10 in favor. Motion approved.
    10. Jane motions for Johnny Mori to be renewed for a 1-year term as a board member. Alan seconds. 9 in favor, 1 abstain (Johnny). Motion approved.
    11. Jane motions for Stan Shikuma to be renewed for a 1-year term as a board member. Stuart seconds. 9 in favor, 1 abstain (Stan). Motion approved.
    12. Jane motions for Stuart Paton to be renewed for a 1-year term as a board member. Linda seconds. 9 in favor, 1 abstain (Stuart). Motion approved.
    13. TCA Board of Directors listed by term end calendar year. Possible to opt for reelection.

2017	2018	2019
Wisa	Jane	<b>Alan</b>
<b>Johnny</b>	Margaret	Elise

<b>Stan</b>	Rome	Toni
<b>Stuart</b>	Derek	Tamiko

14. Thank you to the outgoing Board member, Linda Uyechi for your part in getting TCA on its way. We couldn't have gotten this far without you. Outgoing member will remain on Board through the yet to be determined annual meeting.
15. Thank you to the Board Development Committee for their work in successfully bringing on the newest TCA Board Members.
16. Board Chair will notify approved candidates and remind them to attend annual meeting date TBD. BDC Chair will notify other applicants of decision.

#### **B. Census Update (Linda/Elise)**

1. Linda reviewed the successful launch by the Taiko Census team.
  - a. We need 161/day to reach 5000 participants in 31 days. As of May 8, average is 116 (45 short per day!). We've received responses from 218 taiko groups; of those groups, we've only had 3 or more members respond from 70 of those groups.
2. Census Progress and Analytics (as of Saturday 5/7):
  - a. Total Respondents: 789
    1. Female: 492
    2. Male: 277
    3. Other: 2
  - b. Supplement respondents: 544
  - c. Goal Progress:
    1. **789 (UNDER BENCHMARK)**
    2. Benchmark=1250
    3. **Please encourage your group members and contacts to fill out the census!**
      - a. Scroll through the document that Linda sent out regarding groups that have or have not responded. See if you can reach out to any of these groups.
      - b. See Linda/Elise's email asks!
  - d. Linda/Elise presented graphs of geography represented.
    1. If you have specific requests of demographics of the poll, email Linda/Elise.
3. Comm comm Interactions (advertising campaign)
  - a. Email:
    1. BLAST EMAIL on MAY 1: Individualized links to the census
      - a. 1603 Sent
      - b. 50.5% Opened
      - c. 26.5% Clicked

b. Facebook:

1. Daily posts per Marketing Schedule

- a. Weekly Reach: 5756 views
- b. Engagement: 1123 (likes, comments, shares and interactions on those posts)
- c. Overall page likes: 1255 (+13) since May 1

**C. NATC Committee (Chair: Stan Shikuma)**

1. Status reports

- a. Johnny/Elise are waiting on a few more costs from UCSD facilities.
- b. Johnny is working on MOU between TCA and SD.
- c. Derek/Rome have been in discussion with SD fundraising team.
- d. Stan/Johnny are preparing budget.
- e. Diana will be providing a list of SD host committee members and responsibilities.
- f. Elise will be setting up a meeting with SD registration team.

2. Next Things To Do

- a. Mark Rooney will be sending out "Save the Dates" to potential workshop leaders. NATC Comm is working on timeline for workshop applications/selections.
- b. Formal announcement of TCA date and location will be done after Census month is over and MOU is signed.
- c. Stan is developing job description for conference coordinator. This person will be reporting to Exec Comm.
  - i. Email Stan/Johnny with any potential candidates.
- d. Stan is working on RFP for NATC 2019.
- e. Johnny is working on potential groups for Taiko Jam. Email him if you have any suggestions.

3. Other (Discussion postponed to next board meeting)

- a. Do we want to have a conference theme and keynote speaker?
- b. QUESTION: As an alternate to STI, can we do a Leadership Conference or Organizational Summit?

**D. Programming (Chair: Elise Fujimoto and Jane Lin)**

1. Kenny Endo April Artist Spotlight

- a. Date: Saturday, April 24th
- b. Live Viewers: 25
- c. Views since initial post: 95
- d. Interview is archived online  
(<https://livestream.com/taikocommunity/artistspotlightkenny>)

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

1. Working to understand how Fundraising Committee links to NATC fundraising

- a. Rome/Derek will be setting up a call with Wisa, Alan, and Elise, who have knowledge of fundraising from previous conferences.

- b. Co-Chairs have requested to attend next NATC Committee meeting. Great initial contact with San Diego folks who will be leading fundraising there (Kathy and Ruthie)
  - 2. CAC Grant Approved (No official paperwork; only an informal email.)
    - a. Let Elise know when we've heard about about official amount for publicity on website.
  - 3. Possible grant from Japan Government - Spreading Japanese culture. Asano Taiko US assist in the application?
- F. Tech Resources (Chair: Linda Uyechi)
  - 1. Focus is on TCA Taiko Census
  - 2. Aleo Mok, a software developer in the Bay Area, reached out to us (thanks Margaret!) with experience in python, sql, and general app development.
- G. Membership Committee (Chairs: Margaret McKenty and Derek Oye)
  - 1. Membership page is hidden for duration of census (Salesforce "freeze"); co-chairs are monitoring SF Cases (generated by emails to membership@ ) to respond to correspondents. Technical support will be needed if census publicity increases interest in joining TCA.
  - 2. Next Memb Comm meeting scheduled for Wednesday May 11.
- H. Comm Comm (Chair: Jen Callabero and Elise Fujimoto)
  - 1. See above for Census update.
- I. Finance Committee (Chair: Wisa Uemura)
  - 1. TCA YTD Financial Report
  - 2. Need to engage an accountant to file for extension on 2015 tax filings (originally due May 15) and prepare filings.
    - a. Projected expense included in May Cash Flow Tab.
  - 3. Analysis: monthly expenditures so low that TCA is "okay." Concerns about timing and amount of any NATC2017 facility deposits and hiring of Conference Coordinator.

#### IV. Action Items

- A. Email Stan any suggestions on potential conference coordinators.
- B. Johnny/Wisa to reach out to those candidates that were elected/not elected to the board.
- C. Committee reports inputted into 6/15 agenda by June 12 6, 11:59pm Pacific Time.

#### V. Announcements

- A. Next Board Meeting: Wednesday June 15, at 6:30-8:30pm PDT
  - 1. Regrets: none
- B. 2016 TCA Board Meeting Schedule

#### VI. Adjourn at 8:49PM