

Asian American Journalists Association
FALL 2008 GOVERNING BOARD MEETING
Nov. 14-15, 2008
AAJA Headquarters, San Francisco

DRAFT MEETING MINUTES

FRIDAY, NOV. 14, 2008

PRESENT:

Officers: Jeanne Mariani-Belding, national president; Jam Sardar, national vice president for broadcast; Janet Cho, national vice president for print; Cynthia Wang, national treasurer; Doris Truong, national secretary

Board members: Abe Kwok, Arizona; Ameet Sachdev, Chicago; Cheryl Tan, New York; Don Chareunsky, San Diego; Matt Dunn, San Francisco/Bay Area; Sharon Chan, Seattle

Staff: Rene Astudillo, executive director; Janice Lee, deputy executive director; Antonio Salas, membership and chapter development manager; Albert Lee, professional programs coordinator; Annabelle Udo, events and fundraising coordinator; Andy Wang, administrative assistant; Eddie Foronda, Web editor; Glenn Sugihara, accountant; Karen Sugihara, bookkeeper

Guests: George Kiriyama (VP-broadcast elect), Candace Heckman (treasurer elect), Frank Witsil, Chris Chiang

ABSENT:

None

1. Call to Order (Mariani-Belding)

Meeting was called to order at 9:06 a.m. Pacific time.

2. Roll Call (Truong)

Roll call was conducted. Quorum was met.

3. Approval of Summer 2008 Advisory and Governing Board minutes

Cho moved to approve the minutes as amended to include an addendum approving a change in the organization's bank signatories to remove Astudillo from the accounts, authorizing Lee and Chan. Wang seconded. Motion passes.

4. President's Report (Mariani-Belding)

- o [See document "President's Report: Fall 2008," submitted by Mariani-Belding.]

- Working with Chan for a seamless transition, in particular regarding the ED transition.
 - The top candidate was flown in to meet with staff. Mariani-Belding and Chan met with the candidate, too.
 - Likelihood of a few days of overlap with Astudillo.
- UNITY overview.
 - Financial split is less than anticipated because of attendance decline and the Obama rescheduling.
 - Mariani-Belding to be treasurer as of Jan. 1.
 - Truong and Neal Justin to also represent AAJA on the board.
- Strategies regarding layoffs in the industry.
 - Discussed a summit with key alliance partners and unions across the country. Need a solid commitment to produce concrete results. Knowing the union contracts would be important, particularly because of flexibility in wording to push for diversity.
 - Tan suggests a talent pool to help match people with job openings.
- Training.
 - NYT program.
- Ongoing initiatives.
 - Particular emphasis on fundraising by approaching individuals.

5. Treasurer's Report (Wang, G. Sugihara)

- [See document "Fall Governing Board Meeting 2008," submitted by Wang.]
- Headed toward a deficit in part because of the economy. The portfolio is conservatively invested, but this year's projections won't be met.
- Companies are having cash-flow problems (some UNITY dividends haven't been paid), which is affecting AAJA cash flow.
- Sugihara suggests leaving the portfolio as is because similar downturns occurred with 9/11 and post-dot-com bust.
- Astudillo says that applying for a line of credit from a bank is a possibility to help with cash flow and to avoid having to transfer money from internal accounts. There's precedent among other nonprofits.
- Arizona, Atlanta, Michigan and Minnesota chapters are up for audits in 2009.

6. Executive Director's Report (Astudillo, Lee)

- [See document "Executive Director's Report: Activity Report from July 9 to October 4, 2008," submitted by Astudillo and Lee.]
- Proposals for 2009 funding tried to lump several programs into requests so that we are not making multiple requests of the same funder.
- Retirement plan for AAJA staff
 - Simple Retirement Account
 - *Cho moves to approve the new proposed retirement plan as written. Tan seconds. Motion passes.*
- Some questions about the membership increase vs. the decrease in UNITY attendance.
- Student projects update

- Marian Liu to direct in 2009. Proposal submitted with the help of Lee and Nao Vang. Reviewed by Chan, Chareunsky and Kwok.
- 12 professionals and 12 students – about half the total of previous years.
- Considering limited printing to increase the quality of journalism mentoring.
- Partnering with Poynter NewsU for pre-convention training.
- Would perhaps tap more than 12 students but finalize the selections based on advance work.
- Considering an interview process for the professionals as well.
- More emphasis on mobile journalism (“mojo”).
- “Career counseling” during the convention
 - Perhaps partner with Poynter. A. Lee to work on this. (Perhaps rebrand from one-on-one critiques, which have not had high attendance and might be misleading about who the target audience is.)

7. Convention Updates

A. UNITY Report (Astudillo)

- [See document “UNITY 2008 Convention, McCormick Place West Chicago,” submitted by Astudillo.]
 - Almost met fund goal but fell short on attendance goal.
 - 2012 convention sites being considered, including Las Vegas, Phoenix, San Diego, San Antonio (trying to avoid duplicating sites with places where alliance organizations will be)

B. 2009 Boston Convention (Udo)

- Been in touch with co-chairs Shirley Leung and Sangita Chandra
- Theme: “Boston: Road to Reinvention” (graphic coming in December)
- Doing program book and other design in-house
- Steering committee: Chan, Cho, Kiriama, convention chairs, programming chair Paul Cheung and some staff
- Silent auction committee (New York is the lead chapter, with Corky Lee handling photos)
 - Michael Quan to receive items (info on Web site)
 - Dedicated auction will be a Friday night event that won’t conflict with gala
- Flight discounts from American and eventually JetBlue
- Incentives to get people to Boston: maybe offer a drawing (Red Sox tickets?) to early-bird registrants and marketing it to people as a vacation-training opportunity

C. 2010 Los Angeles Convention (Udo)

- Considering a way to combine ’10 Trivia Bowl with the convention to keep local sponsors happy and to introduce it to other chapters

8. Old Business

A. Las Vegas and Colorado Pre-Certification Updates (Chareunsky, Kwok)

- Colorado
 - Many members were busy because of the Democratic National Convention. Members have had monthly meetings and hope to

boost student membership with a tour of NBC studios in Denver.

B. 2011 Convention Bids (Tan, Witsil, Chiang)

- Astudillo says request for proposals were sent to both cities and several hotel chains.
- Presentations are made by representatives of the prospective host chapters with assistance from employees of the cities' convention and visitors bureaus.
- *Sardar moves that the 2011 convention be in Detroit. Wang seconded. Tan opposes. Motion passes.*

9. Recess

Wang motioned to recess; Tan seconded. Meeting recessed.

Asian American Journalists Association
FALL 2008 GOVERNING BOARD MEETING
Nov. 14-15, 2008
AAJA Headquarters, San Francisco

DRAFT MEETING MINUTES

SATURDAY, Nov. 15, 2008

PRESENT:

Officers: Jeanne Mariani-Belding, national president; Jam Sardar, national vice president for broadcast; Janet Cho, national vice president for print; Cynthia Wang, national treasurer; Doris Truong, national secretary

Board members: Abe Kwok, Arizona; Ameet Sachdev, Chicago; Cheryl Tan, New York; Don Chareunsky, San Diego; Matt Dunn, San Francisco/Bay Area; Sharon Chan, Seattle

Staff: Rene Astudillo, executive director; Janice Lee, deputy executive director; Antonio Salas, membership and chapter development manager; Glenn Sugihara, accountant

Guest: George Kiriya (VP-broadcast elect)

ABSENT:

None

10. Call to Order (Mariani-Belding)

Meeting called to reconvene at 9:05 a.m. Pacific time.

11. Roll Call (Truong)

Roll call conducted. Quorum was met.

12. 2009 AAJA National Elections Timeline

Cho moves to approve the timeline as amended. Kwok seconds. Motion passes.

13. 2009 Proposed Budget

- 2009 Power of One donations to go toward the general operational fund instead of the endowment. Mariani-Belding suggests chapter-level fundraisers to get people familiar with individual contributions.
- Lease contract for headquarters expires in August 2009.
- Wang suggests charging \$10 to reserve gala tickets, as happened on UNITY registration. Lee says materials can be updated.
- Student project reductions, including fewer participants and reduced printing.
- Career listings to be changed to charge the same fees to nonprofits, which have been posting for free.

- Projected deficit for 2009
 - Concern about attendance and sponsorship for Boston
 - Suggestions to properly market the convention (tie in with summer vacation planning)
 - Sugihara suggests having a countdown online (“we need ___ of attendees to make this a success”)
 - Cho says to have a listing of people who are already registered
 - Might need to reconsider fundraising guidelines

Kwok moves to adopt the 2009 draft budget. Cho seconds. Motion passes.

14. National Advisory Board Spring Meeting Date

March 13-14, 2009, in San Francisco

15. Executive Director Transition Resolutions

Wang moves to authorize Ellen Endo to be an additional signatory on the Bank of America accounts (joining Chan and Lee). Sardar seconds. Resolution is adopted.

Wang moves to authorize Endo, Chan and Glenn Sugihara to be signatories on the Merrill Lynch and Smith Barney accounts. Sachdev seconds. Resolution is adopted.

16. Executive Session

Cho moves to enter executive session to discuss personnel issues. Dunn seconds.

Truong moves to exit executive session. Sardar seconds.

17. Adjournment

Mariani-Belding motioned to adjourn. Sardar seconded. Meeting adjourned.