

APPROVED -- 2013 Spring Advisory-Governing Minutes

AAJA National Advisory Board Meeting, March 15, 2013
Hilton New York

Paul Cheung began the meeting at 9:09 a.m., ET

Roll Call:

President Paul Cheung, Vice President Broadcast Niala Boodhoo, Vice President Print Ken Moritsugu, Treasurer Gautham Nagesh, Secretary Theodore Kim. Board members present, Yvonne Leow, Victoria Lim, Wes Nakama, Nancy Ngo, Tali Smith, Juliana Reyes, Nicole Dungca, Pamela Wu, Tomoko Hosaka, Ellen Lee, Bobby Calvan, Joz Wang, Sanjay Bhatt, Ramy Inocencio, Ameet Sachdev, Ankur Dholakia, Brooke Camp.

Absent: Maria Ebrahimji, Shanna Mendiola, Renee Chou, Melissa Mecija, Sital Patel

Proxies: Jacqueline Howard (Atlanta) for Maria Ebrahimji, Leow for Mendiola, Camp for Patel.

Staff present: Kathy Chow, Executive Director.

President Paul Cheung began with some announcements and his president's report. That included possibly hosting a joint convention with business leaders in 2014 in Washington, D.C. Kathy Chow said the plans were still tentative at the moment.

He also discussed some accounting discrepancies related to UNITY. Following the 2012 convention, some groups were underpaid and some were overpaid. Those discrepancies are being worked out, he said.

He also noted UNITY was considering having a convention every two years starting in 2016. But such an idea would have pros and cons. UNITY wants to stay relevant and keep its membership up, but Kathy Chow said the idea would place budget pressures on AAJA and others.

In general, Paul Cheung said his goal is to push AAJA into a new era. He also said he wants AAJA to be more driven by data and metrics. He and others began a discussion about AAJA's integration with membership suite, a data management system accessible on the website. Paul Cheung also mentioned that he also plans to host an AAJA town hall meeting, an idea first broached by the previous administration.

Gautham Nagesh gave his treasurer's report, which is available in full on the AAJA Wiki. Last year, the AAJA budget looked somewhat grim. But Gautham said the outlook is much better because of sponsorships and other factors. Gautham noted that the AAJA is looking into reinvesting its assets as returns have been disappointing as of late. He noted that the latest audit was clean with no recommendations. He said chapters have not been as responsive on sending financial reports as they should be. He and others emphasized how important it is for chapters to draft these reports and discussed ways to improve the reporting.

Gautham began a discussion on the AAJA budget for 2012 and 2013, which is in full on the Wiki. He noted that General Motors' big grant is a big reason why AAJA is in a good financial spot now. Several members asked technical questions about the budget.

(break)

Kathy Chow gave her executive report. She, Paul and others talked about how fundraising and sponsorships go in cycles and discussed how AAJA has landed some of its biggest sponsors. She said one strategy is to fold in local chapters when national sponsorships are targeting particular metropolitan areas. She also made other announcements. She said she is recommending hiring a director of communications/marketing to help make the organization run more efficiently.

Paul Cheung began a discussion on AAJA's signature programs. He noted how the Executive Leadership Program will take place at the same time as convention to help cut costs. He also discussed synergies between J-Camp and Voices and creating a pipeline for students and members. Members discussed the challenges inherent in gaining a better idea of what members need, particularly those already in the pipeline. Ideas included giving more value to mid-career journalists in an era when the needs and skill sets of all journalists are changing, starting affinity groups with like minority journalists.

(lunch break)

Presentations from Nicholas Chan, VP Goldman Sachs, who offered financial tips to the board about its endowment and investments, and Bill Imada, chairman and CEO of IW Group, who gave fundraising tips.

(break)

Paul led a discussion about the work of AAJA's executive committees. The committees divided up to have specific discussions on topics ranging from social media strategy to governance.

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Yvonne Leow of the programming committee discussed some ideas for new programming, such as a possible digital meet up. She also said the committee is exploring ideas for Asian American Heritage Month, including perhaps showcasing some of the best photography from members about Asian Americans.

Sanjay Bhatt of the membership committee discussed ideas about giving new benefits to Gold and Platinum members to incentivize upgrades, such as exclusive networking opportunities, early seating at the banquet, etc.

Joz Wang of the marketing committee discussed cleaning up some of AAJA's social media accounts, giving groups common branding, campaign and branding guidelines, hiring a social media intern, rules in using the logo, create and develop a PR team for AAJA.

Theodore Kim offered the Policy Committee meeting report. He discussed several initiatives the committee is working on, including renaming and re-tasking the vice president slots, restructuring the board and allowing student members to vote. The ideas sparked discussion about AAJA's broader future and goals and what it would

like out of a governing structure. A full proposal for the VP rebranding is on the AAJA Wiki.

Gautham Nagesh provided the Finance committee report. He discussed the possibility of creating an investment subcommittee that would help draft policies related to endowment and a policy statement related to AAJA's investment strategy. He talked about creating a speaker's bureau and/or creating a blog on the AAJA website highlighting the work of members. He also discussed publishing some kind of a financial midyear report. He made a few other announcements.

Paul Cheung ended with a few other announcements. Board recessed for the day at 5:07 p.m.

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AAJA National Advisory Board Meeting, March 16
Hilton New York

Paul Cheung calls the meeting to order at 9:19 a.m., ET

Roll Call:

President Paul Cheung, Vice President Broadcast Niala Boodhoo, Vice President Print Ken Moritsugu, Treasurer Gautham Nagesh, Secretary Theodore Kim. Board members present, Yvonne Leow, Victoria Lim, Wes Nakama, Nancy Ngo, Juliana Reyes, Nicole Dungca, Pamela Wu, Ellen Lee, Bobby Calvin, Joz Wang, Sanjay Bhatt, Ramy Inocencio, Ameet Sachdev, Ankur Dholakia, Brooke Camp.

Absent: Maria Ebrahimji, Shanna Mendiola, Renee Chou, Melissa Mecija, Sital Patel, Tali Smith, Tomoko Hosaka

Proxies: Jacqueline Howard (Atlanta) for Maria Ebrahimji, Leow for Mendiola, Camp for Patel.

2013 Convention co-chair Brooke Camp gave a brief progress report of the 2013 Convention. Tom Huang, who is helping lead programming planning efforts, offered a progress report on programming. Board members discussed the mix of digital to other programming, as well as infusing the Asian-American shared experience into the programming.

Sanjay Bhatt gave a report on progress for the convention silent auction. He discussed at length best practices for running the auction and getting the most bang for the buck for AAJA.

(break)

Paul Cheung made some announcements and began a discussion about a possible 2014 AAJA/Business summit. Members discussed the pros and cons of such an event, but most of the feedback was positive. They also discussed possible locations, with D.C. being the probable choice because of its proximity to the nation's political and media infrastructure.

(break)

Paul Cheung began a discussion about the committee's work, including changes to AAJA's governing structure and allowing students to vote.

Motion to adjourn, seconded by Ellen Lee.

Meeting concluded 1:21 p.m., ET

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AAJA Governing Board Meeting, March 16
Hilton New York

Paul calls meeting to order 1:49 p.m., ET

Roll Call: President Paul Cheung, Vice President Broadcast Niala Boodhoo, Vice President Print Ken Moritsugu, Treasurer Gautham Nagesh, Secretary Theodore Kim. Governing Board Members Yvonne Leow (Arizona), Joz Wang (Los Angeles), Brooke Camp (New York), Tomoko Hosaka (San Francisco), Ellen Lee (San Francisco).

Niala Boodhoo made motion to approve 2012 Summer and Fall Governing Board minutes. Joz Wang seconded. Motion passed, no opposed or abstentions.

Paul Cheung made motion to update AAJA's principal office, bylaws Article 2, Section 1. Ellen Lee seconds the motion. Motion passed, no opposed or abstentions.

Paul Cheung made a motion to change the name of the Policy and Issues Committee to the Governance Committee under Article 3, Section 13. Joz Wang seconded. Motion passed, no opposed or abstentions.

Paul Cheung began a discussion about enforcing rules requiring chapters to attend the National Advisory Board meeting, as well as the governance structure. The board also discussed a proposal allowing student members to vote.

Joz Wang made a motion to allow student members to vote, revising Article V, Section, 1. Yvonne seconded, no opposed or abstentions.

Gautham Nagesh began a discussion about rules allowing when AAJA would be able to tap its endowment.

Theodore Kim made a motion to approve new AAJA Endowment Guidelines. Brooke Camp seconded the motion. Motion passed, no opposed or abstentions.

Paul Cheung started a discussion about governing structure. The board discussed the pros and cons of changing the current structure. It coalesced around a rough proposal to keep the current advisory board, restructure the governing board and rebrand the VP officer positions.

Joz Wang moved to go into executive session. Ellen Lee, Gautham Nagesh seconded that motion. The board is now in closed session. 4 p.m., ET

Tomoko Hosaka moved to exit executive session. Niala Boodhoo seconded. Motion approved, no opposed, no abstentions.

Ellen Lee made a motion to adjourn. Yvonne seconded. Motion approved, no abstentions.

Board adjourned at 5:19 p.m., ET

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