

APPROVED -- 2013 Summer Advisory-Governing Minutes

AAJA Board Meeting:

Hilton New York, Mercury Ballroom

Aug. 21, 2013:

Roll Call

9:01 a.m., ET

President Paul Cheung, Vice President Broadcast Niala Boodhoo, Vice President Print Ken Moritsugu, Treasurer Gautham Nagesh, Secretary Theodore Kim, Board members Yvonne Leow, Ramy Inocencio, Maria Ebrahimji, Ameet Sachdev, Victoria Lim, Wes Nakama, Jocelyn Wang, Ankur Dholakia, Nancy Ngo, Brooke Camp, Juliana Reyes, Nicole Dungca, Pamela Wu, Tomoko Hosaka, Tom Huang, Bobby Calvan, Melissa Mecija, Sital Patel

Absent: Sanjay Bhatt, Tali Smith, Shanna Mendiola

Also, presidents or representatives: Sandy Louey (Sacramento); Julie Shaw (Philadelphia), Frank Vinluan (North Carolina, proxy for Renee Chou), Mai Hoang (Seattle), Jennifer Chen (Asia-Vancouver), Maria Sandoval (New York), Abe Kwok (Arizona), Henry Fuhrmann (Los Angeles), Ahn Do (Los Angeles), Delane Cleveland (Minnesota), Jacqueline Howard (Atlanta), Seung Min Kim (Washington), Kevin Lee (proxy for Ellen Lee), Jennifer Samp (Texas and proxy for Shanna Mendiola), Valerie Boey (Florida), Susan Choi (for New England)

Guests: Van Tieu, Derek Opina (chairs Asian American Small Market Broadcast Journalists), Hailey Lee, Michelle Lee (Arizona), George Kiriya, Alanna Quillen, Eric Mark Do, John Tam.

Staff: Executive Director Kathy Chow, Accountant Glenn Sugihara

###

President Paul Cheung gave his president's report. He noted how the 2013 convention attendance surpassed expectations. Some 1,337 people were involved in the convention this year, which was greater than expectations. Paul also made some other announcements.

Kathy Chow made some announcements, including how some of the AAJA grants (Kellogg Foundation grant, Ford Foundation grant) will be executed. Those grants will help coverage of minority issues in the heartland. Her full report can be found on the AAJA Wiki.

Gautham Nagesh gave his treasurer's report, which is contained in full on the Wiki. He noted that AAJA was in healthy shape financially as of the meeting. As of the meeting, it had reached 60 percent of its revenue goals and only 40 percent of its spending budget.

Gautham also discussed ways in which local chapter treasurers can do a better job of responding to audits in a timely manner. He noted that all chapters are now audited every year in accordance with best practices.

Van Tieu and Derek Opina gave an introduction and briefing of the activities and turnout for the Asian American Small Market Broadcast group. Rahul Bali offered a report on the progress of AAJA's radio broadcasters.

9:56 a.m. ET The board and chapter presidents broke up into separate groups.

The board discussed ways to improve and raise money for AAJA. Gautham Nagesh and Yvonne Leow discussed their experiences with the new Executive Leadership Program. Paul Cheung discussed how he's trying to find new sponsors for ELP.

Marian Liu offered an update on the Voices program, which sparked a discussion about how to make Voices better. Bobby Calvan offered an update on the J-Camp program.

Timothy Higdon at Work Lab offered a briefing on fundraising best practices.

The board members and chapter presidents broke for lunch and then split into subcommittees to discuss programming, membership, marketing and governing structure.

###

The board reconvened at 2:04 p.m.

Yvonne Leow discussed the possibility of doing e-learning seminars for AAJA much like Poynter. Some of these videos also could become revenue generators.

Sanjay Bhatt gave the report for the membership committee. He said a short-term goal is to try to incentivize members to upgrade their membership to Gold and Platinum.

He also asked chapter leaders to pursue ways to expand membership, including making it a goal of trying to recruit one key faculty member to AAJA. Ken Moritsugu said the board is considering raising student fees from \$25 to \$35. Ameet Sachdev expressed some reservations about raising the rate.

Gautham Nagesh offered the finance committee report. He noted how the national office is available to help manage local chapter finances if needed.

He noted how the board will be evaluating a new fund manager for AAJA's endowment. He also said the committee is seeking to come up with finance guidelines for how the endowment should be invested. And he called on all board members and chapter presidents to contribute to the Power of One.

Joz Wang and Niala Boodhoo offered the Marketing and Communications report.

Joz said the committee has been cleaning up the organizations social media accounts. Niala said the committee decided against seeking to adopt any formal social media guidelines for members, but has drafted basic guidelines. The exception is elections, where there are some more specific guidelines.

Theodore Kim provided the governance report, which focused on the board's discussions to change its board and governance structure. The board discussed all manner of concepts from changing the board's makeup and duties to its size. Those discussions are continuing.

Paul Cheung said that D.C. has been picked as the site for the 2014 AAJA Convention. Seung Min Kim and Sherri Ly are the convention co-chairs.

The board broke for the day at 4 p.m.

###

AAJA Board Meeting:
Hilton New York, Mercury Ballroom
Aug. 22, 2013:

National Advisory Board reconvenes, 9:12 ET.

Roll Call:

Officers present: President Paul Cheung, Vice President Broadcast Niala Boodhoo, Vice President Print Ken Moritsugu, Treasurer Gautham Nagesh, Secretary Theodore Kim.

Board members Yvonne Leow (Arizona), Ramy Inocencio (Asia), Maria Abrahamji (Atlanta), Ameet Sachdev (Chicago), Victoria Lim (Florida), Jocelyn Wang (Los Angeles), Nancy Ngo (Minnesota), Frank Vinluan (Renee Chou proxy North Carolina), Nicole Dungca, Pamela Wu, Tomoko Hosaka, Sanjay Bhatt, Tom Huang, Jennifer Samp (Shanna Mendiola proxy), Michelle Lee (Juliana Reyes proxy), Kevin Lee (Elle Lee proxy), Bobby Calvan (also proxying for Wes Nakama) Susan Choi (Tali Smith proxy)

Absent: Wes Nakama, Tali Smith, Brooke Camp, Juliana Reyes, Melissa Mecija, Sital Patel

Staff present: Executive Director Kathy Chow, Accountant Glenn Sugihara

Guests: Wendy Tang (Asia), Seung Min Kim (D.C.), Michelle Lee (Arizona)

Paul Cheung began a discussion about chapter assignments for the convention and whether that's the most efficient way to delegate work. The discussions included ways to improve the scholarship process.

Among the assignments set:

- Gala banquet (Pamela Wu, Sacramento, Niala Boodhoo, AASMBJ)
- Scholarships/Special Awards/National Awards, Nicole Dungca + Kevin Lee (New England, Portland, Philadelphia, Michigan, San Francisco, Minnesota)
- Media Access (Los Angeles + Bobby Calvan + Kevin Lee)
- Programming (Emma Carew chair + Yvonne Leow chair + Victoria Lim + Tom Huang pre-conference chair + Gautham Nagesh)
- Silent Auction

There was some \$12,500 made in 2013. Last year, some \$11,520 was made. Sanjay Bhatt, who helped organize the special discussed the importance of Solicitation, shipping and thanking donors for donated items.

Paul decided to table the silent auction responsibilities to further discuss the future of the silent auction. Maria Sandoval of the New York office offered feedback from the convention experience.

Bobby Calvan moved adjournment of the advisory board. Ameet Sachdev seconded. Adjourned at 10:56 a.m. ET

###

AAJA Board Meeting:
Hilton New York, Mercury Ballroom
Aug. 22, 2013:

Governing Board meeting.

President Paul Cheung calls to order at 11:52 a.m. ET

Roll Call:

President Paul Cheung, Vice President Broadcast Niala Boodhoo, Vice President Print Ken Moritsugu, Secretary Theodore Kim, Treasurer Gautham Nagesh.

Board members Tom Huang, Yvonne Leow, Brooke Camp, Joz Wang, Tomoko Hosaka (proxy for Ellen Lee)

Staff: Accountant Glenn Sugihara, Executive Director Kathy Chow.

Guest: Michelle Lee (Arizona)

Ken Moritsugu moved approval of the 2013 Spring Minutes and the addendum to the Spring Minutes, Joz Wang seconded. All approved, No opposed or abstentions. Gautham absent.

Kathy Chow offered a progress report for the national office and the staff reorganization.

Paul Cheung discussed where the future of UNITY stands. He said that the National Association of Hispanic Journalists was considering leaving UNITY, according to reports. Board members and Glenn Sugihara discussed the financial solvency of UNITY and its stability. Kathy Chow said that while she supports the principals and goals of UNITY, AAJA's participation in it should be questioned because of the financial downsides. Board members discussed the positives and negatives of continuing with UNITY.

Tomoko Hosaka moved that the board head into closed session to discuss UNITY at 12:45 p.m. Brooke Camp seconded the motion.

Joz Wang moved that the board return to open session. Niala seconded at 1:05 p.m.

The board decided to gain feedback from students before voting on a proposal to raise students rates to \$35 from \$25. The board plans to vote in the fall.

The board also discussed a financial plan that would allow local chapters to use national to manage their finances if they want to. The board planned to vote in the fall.

Niala Boodhoo moved that the board head into closed session to discuss personnel matters; Tomoko seconded at 1:25 p.m.

Niala Boodhoo moved that the board return to open session; Tomoko seconded at 1:39 p.m.

Brooke Camp moved that the governing board adjourn. Joz seconded. Meeting adjourned at 1:39 p.m. ET

###