

AAJA National Advisory Board Meeting, March 21, 2014  
Renaissance Downtown Washington

Paul Cheung began the meeting at 9:06 a.m., ET

Roll Call: President Paul Cheung, Treasurer Gautham Nagesh, Secretary Michelle Lee. Board members present: Scott Wong, Oanh Ha, Bjanca Prudhomme, Hassan Shah, Marian Liu, Carolyn Chin, Nancy Peterson, Hanah Fadrigalan, Bao Ong, Frank Vinluan, Kevin Lee, Ramy Inocencio

Proxies: Iris Kuo (Texas) for Tom Huang, Amy Wang (Arizona) for Abe Kwok, Denise Poon (LA) for Joz Wang, Nikki Jimenez (San Diego) for Melissa Mecija

Absent: Vice President Print Yvonne Leow, Vice President Broadcast Niala Boodhoo

Staff present: Executive Director Kathy Chow, Accountant Glenn Sugihara

Kathy kicked off new member orientation. She explained California laws on non-profits, AAJA structure, board member responsibilities, roles of advisory and governing boards. Relating information back to chapter presidents immediately is crucial, Kathy said. She clarified national office's role in helping local chapters resolve conflicts or financial issues.

Paul and Kathy gave an overview of the AAJA code of conduct and conflict of interest disclosures. Any uncertainties regarding potential conflicts of interest should be addressed with national office. Kathy noted the importance of acting responsibly so as not to jeopardize AAJA finances or ethics.

Kathy described guidelines for chapters can maintain good standing, and suggested number of certain events a year. Michelle demonstrated where board members can access resources and information online.

(Break)

Glenn gave the financial literacy training. It included basic accounting terms, differences between non-profit and corporate finances, reporting deadlines, financial position statement and audits. Other financial information is available in the 2014 Treasurer's Guide. Board members asked questions on reporting requirements and national resources for chapter financial management.

(Lunch break)

Returning board members arrived. Board toured the hotel, the site of 2014 conference.

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Paul Cheung began the full advisory board meeting at 1:23 p.m., ET.

Roll Call: President Paul Cheung, Vice President Broadcast Niala Boodhoo, Vice President Print Yvonne Leow, Treasurer Gautham Nagesh, Secretary Michelle Lee. Board members present: Scott Wong, Oanh Ha, Bjanca Prudhomme, Hassan Shah, Marian Liu, Carolyn Chin, Nancy Peterson, Hanah Fadrigalan, Bao Ong, Frank Vinluan, Kevin Lee, Ramy Inocencio, Lorene Yue, Wes Nakama, Nicole Dungca, Joz Wang (via teleconference), Brooke Camp, Juliana Reyes

Proxies: Iris Kuo (Texas) for Tom Huang, Amy Wang (Arizona) for Abe Kwok, Denise Poon (LA) for Joz Wang, Nikki Jimenez (San Diego) for Melissa Mecija, Venice Buhain (Seattle) for Sanjay Bhatt, Chris Nguyen (Sacramento) for Sandy Louey

Staff present: Executive Director Kathy Chow, Accountant Glenn Sugihara

Guest: Seung Min Kim, DC chapter president

Paul gave the president's report, said 2013 was a pivotal year for AAJA but we need to look at whether what the organization provides is meeting the various needs of its members. He noted the importance of Power of One campaign, and encouraged board members to reach out to people in and out of AAJA to give.

Convention early deadline is April 15, and we need to do one-on-one outreach to encourage registration, Paul and Kathy said. Paul asked chapters to promote the AAJA-IRE convention partnership.

Paul and Kathy discussed the status of Heartland Project and Kellogg Foundation grant. Bobby Calvin was selected for Heartland Project, and has moved to Nebraska. We are very excited about the project, and it's been four years in the making, Kathy and Paul said.

Paul asked for feedback from Detroit and Seattle members on how the Kellogg grant-funded media access workshops went. Carolyn Chin from Detroit and Venice Buhain from Seattle described successes and lessons learned. Both events helped demystify how community members can access members of the media.

Paul gave the UNITY update. After an open-call process, governing board approved Tomoko Hosaka as AAJA's UNITY rep after Sharon Chan resigned.

Kathy gave the executive director's report. It included GM sponsorship, outreach to other potential sponsors and suppliers, and personnel changes.

Kathy described her and Paul's meeting with UNITY board. AAJA members have been concerned about the future of UNITY, she said. AAJA made a series of recommendations for UNITY leaders, including a diversity caucus.

(Break)

Gautham gave the treasurer's report. Last year's convention was a big success, and AAJA closed the year successfully. He thanked Glenn for his tireless work on the 2013 audit. Paul and Gautham reminded chapters to be vigilant about keeping track of their finances, receipts and monthly statements. Some members noted inconsistencies with how nationals requests information from chapters for the audit process. Officers and staff said they would work with the auditor to improve the process.

Seung Min gave an update on 2014 Convention. Programming for workshops is under way. We're in the process of securing a keynote speaker, and the board brainstormed ideas.

We will have a different model for the this year's convention silent auction, which has not effectively generated revenue. We will have an online auction and an in-person auction at the convention. Paul asked chapters to focus on big-ticket items that would generate competitive bids.

Paul encouraged chapters to sponsor ELP participants. Lorene Yue gave an update on J-Camp, we're looking for more professionals to participate. Marian Liu gave an update on Voices, and plans for the Voices program during this year's convention.

The board adjourned at 5 p.m.

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AAJA National Advisory Board Meeting, March 22, 2014  
Renaissance Downtown Washington

Paul Cheung began the meeting at 9:10 a.m., ET

Roll Call: President Paul Cheung, Vice President Broadcast Niala Boodhoo, Vice President Print Yvonne Leow, Treasurer Gautham Nagesh, Secretary Michelle Lee. Board members present: Scott Wong, Oanh Ha, Bjanca Prudhomme, Hassan Shah, Marian Liu, Carolyn Chin, Nancy Peterson, Bao Ong, Frank Vinluan, Kevin Lee, Ramy Inocencio, Lorene Yue, Wes Nakama, Nicole Dungca, Joz Wang (via teleconference), Brooke Camp, Juliana Reyes

Proxies: Iris Kuo (Texas) for Tom Huang, Amy Wang (Arizona) for Abe Kwok, Denise Poon (LA) for Joz Wang, Nikki Jimenez (San Diego) for Melissa Mecija, Venice Buhain (Seattle) for Sanjay Bhatt, Chris Nguyen (Sacramento) for Sandy Louey,

Absent: Hanah Fadrigan (joined meeting during lunch time)

Staff present: Executive Director Kathy Chow, Accountant Glenn Sugihara

Guest: Seung Min Kim, DC chapter president

Paul gave an update on MediaWatch. The program has grown and chapters are leading up their own MediaWatch efforts for local issues. Glenn presented the amended budget, which included a sponsorship by AARP.

Michelle led the 2014 governing board election. Six candidates were unanimously elected: Tom Huang (proxy Iris Kuo), small chapter; Nicole Dungca, medium chapter (at medium chapters' request, she changed her candidacy from at-large to medium); Joz Wang (via teleconference), large chapter; Brooke Camp, at-large; Abe Kwok (proxy Amy Wang), at-large; Denise Poon, at-large.

Members debated the proposed governance structure through a discussion led by Michelle, Yvonne and Paul. Several members asked questions and gave feedback. The goal of the restructuring is to make AAJA more agile and nimble, and better positioned to be ready for future changes in the industry, Paul noted.

Two speakers spoke during lunch: Marcus Brauchli, former vice president of Washington Post Company, and Gregory Cendana, executive director of the Asian Pacific American Labor Alliance and Institute for Asian Pacific American Leadership and Advancement.

The advisory board committees divided up to have specific discussions

on topics ranging from social media strategy to governance.

Programming committee discussed plans for AAPI Heritage Month in May, to highlight AAPI female leaders. They discussed succession planning for J-Camp, Voices and ELP.

Finance committee discussed the endowment, and how we should manage it. Committee also discussed accounting practices and chapter audits. Membership committee outlined plans to encourage increases in gold/platinum memberships, and ways to recognize members who have upgraded. Committee is reaching out more strategically to increase student members. Communications committee discussed short-term and long-term goals, including social-media messaging. They recommended we continue using the Wiki, rather than relying on Google docs.

(Break)

Governance committee presented the proposed governance restructure, incorporating feedback from discussions in the morning. This proposal also has been presented to the general membership several times. A new board would entail the following roles, though specific titles have yet to be determined:

1. President
2. Senior Vice President
3. Treasurer
4. Secretary
5. Vice President Print
6. Vice President Broadcast
7. Vice President Digital
8. At-Large Representative
9. Small/Medium Representative
10. Small/Medium Representative
11. Large Representative

The Advisory Board would be composed of chapter presidents (one vote per chapter).

Michelle and Yvonne plan to have a proposed timeline by June, so that candidates up for election this summer can file and run for office. Members asked about timeline and implementation.

The advisory board unanimously supported the governance proposal, giving guidance to governing board to adopt the template to set up a roadmap that would outline details for implementation. Advisory board also agreed unanimously to assist in communicating the proposal to their respective chapters. Michelle, Yvonne and the governance committee will work on the roadmap and report to advisory board during summer meeting.

Spring advisory meeting adjourned.

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AAJA National Governing Board Meeting, March 23, 2014  
Renaissance Downtown Washington

Paul Cheung began the meeting at 9:00 a.m., ET

Roll Call: President Paul Cheung, Vice President Broadcast Niala Boodhoo (teleconference), Vice President Print Yvonne Leow, Treasurer Gautham Nagesh, Secretary Michelle Lee, Brooke Camp, Denise Poon, Nicole Dungca, Joz Wang (teleconference)

Proxies: Iris Kuo (Texas) for Tom Huang

Absent: Abe Kwok

Staff present: Executive Director Kathy Chow, Accountant Glenn Sugihara

Board approved the fall 2013 governing board minutes. Not voting: Tom, Abe, Gautham.

Paul proposed the governing board put together a policy handbook to accompany AAJA bylaws. There needs to be more consistency, and having a policy handbook would safeguard against knee-jerk reactions on future boards based on personality clashes or other conflicts. The handbook would address a variety of topics, including convention rates, programming, personnel and selecting UNITY board representatives.

Board also wants to develop a guidebook with resources for chapters, so that there is consistency and stable transition between local officers. Michelle will delegate duties for officers to participate in the process.

Glenn and Gautham went over the amended budget. Kathy discussed the AARP fellowship. We broke even this year, which does not indicate any financial weakness, Paul emphasized. As a non-profit, AAJA is budgeted to break even so that we are spending available revenues on developing programs. We have a consistent and solid cash flow, Gautham said.

Gautham made a motion to approve the budget. Brooke seconded. Approved by majority vote. No opposition. Joz abstended.

Governing board appreciated Saturday's discussion on restructuring proposal. Advisory members were very interested and digested the proposal quickly, and responded with constructive feedback.

Brooke made a motion, to start forming a roadmap for restructuring and for Yvonne and Michelle to lead the process, with necessary committee members. Nicole seconded. Approved by majority vote. None opposed. None abstained.

Members discussed ways chapters can combine or consolidate based on their resources and needs. We also should consider how at-large members are represented, Paul said. Michelle will work with the three at-large members to make sure we reach out to all at-large members.

At 10:47 a.m. ET, Niala moved to go into closed session to discuss personnel issues. Gautham seconded. Motion was approved. None opposed. None abstained. Iris and Glenn left the meeting. Executive Director Kathy Chow stayed for the new hire/staff update portion of the conversation.

At 11:43 a.m. ET, Yvonne made a motion return to open session. Gautham seconded. Motion was approved. None opposed. None abstained.

Denise made a motion to adjourn the meeting. Nicole seconded. Motion approved. None opposed. Non abstained. Meeting adjourned at 11:44 p.m. ET.