

Asian American Journalists Association
FALL 2007 GOVERNING BOARD MEETING

Nov. 9-10, 2007

AAJA National Office, San Francisco

DRAFT MEETING MINUTES

FRIDAY, NOV 9, 2007

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; Janet Tu, National Secretary

Board members: Maya Blackmun-Portland; Matt Dunn-San Francisco/Bay Area; Jessie Mangaliman-San Francisco/Bay Area; Ameet Sachdev-Chicago; Cheryl Tan-New York; Doris Truong-Washington, D.C.

Staff: Rene Astudillo, Executive Director; Janice Lee, Deputy Executive Editor; Antonio Salas, Membership and Chapter Development Manager; Albert Lee, Professional Programs Coordinator; Nao Vang, Student Programs Coordinator; Annabelle Udo, Events and Fundraising Coordinator; Glenn Sugihara, Accountant; Karen Sugihara, Bookkeeper; Eddie Foronda, Web Editor; Epee Rafanan, Administrative Assistant

ABSENT: None

1. **Call to Order** (Mariani-Belding)

Meeting called to order at 1:15 p.m. Pacific time.

2. **Roll Call** (Tu)

Roll call conducted. Quorum was met.

3. **Approval of Previous Minutes** (Mariani-Belding)

(See document "Summer 2007 National Board Meeting Minutes," submitted by Tu)

The Board reviewed the Summer 2007 National Board (Governing and Advisory Boards) Minutes as recorded and submitted by Tu.

Lee noted for the record, though not for an amendment, that the Sacramento chapter volunteered after the Board meeting to help the North Carolina chapter organize the Media Access Workshop at the convention.

Truong noted for the record the correct spelling of member David Ibata's name, for the General Membership Meeting notes. The notes are not part of the National Board Minutes.

Dunn moved to approve the minutes as recorded. Sardar seconded. Motion passes.

4. **President's Report** (Mariani-Belding)

(See document "President's Report Fall Quarter 2007," submitted by Mariani-Belding)

Mariani-Belding presented highlights from her report, including: an update on UNITY programming; the UNITY board's passing of a resolution calling upon industry leaders to recognize the importance of preserving diversity during these challenging times – this was in response to an AAJA resolution; and an update on new training programs for AAJA members in partnership with various media organizations. She also mentioned that NAHJ holds its national awards dinner in its headquarters city as a fundraiser each year – something AAJA might consider doing. Some Board members thought this would be a good way of elevating the prestige of the awards. Others thought it would be an additional burden on the staff and the San Francisco/Bay Area chapter.

Mariani-Belding also presented the names of the three people who will be serving on the Executive Director search committee. They are: Victor Panichkul, former National President, who participated in the last Executive Director search; Sharon Prill, former National Treasurer and National Secretary, who brings expertise on the changing industry and on hiring senior executives; and Stanton Tang, former National Vice President for Broadcast, who brings exceptional organizational skills. Mariani-Belding said the committee will be instructed to re-examine and update the Executive Director's job description and salary range in consultation with the Governing Board; come up with a sensible timeline that allows for careful consideration and a smooth transition period; decide how to proceed with publicizing the opening and whether a headhunter and other options should be used to attract the best possible candidates; and come up with a short list of the best candidates, which will be presented to the full Governing Board. The final decision will be made by the President or incoming President and Executive Board in consultation with the Governing Board.

5. **Executive Director's Report** (Astudillo, Lee, Salas)

(See documents "Executive Director's Report, Activity Report from August 1-October 31, 2007," "2007 Membership Report," "AAJA Advisory Board Members for 2008-2009" and "AAJA Chapter Presidents Roster," submitted by national staff.)

Astudillo presented some fundraising highlights from his report, including: Skip Rhodes gave \$5,000 to support Camp AAJA for 2008 and he's agreed to be a resource person for the training; an update on grants received and grants applied for; career listings has brought in \$15,486 as of Oct. 31; miscellaneous donations amount to about \$23,448; membership dues have brought in \$70,110. He said the endowment fund is at \$1.14 million total – about 57 percent of goal.

Lee introduced members of the staff and presented some programming highlights including that AAJA has renegotiated with Poynter to allow members to choose from more offerings for workshops.

Salas said chapters have held their elections, although there are a few chapters that haven't reported their results yet. He passed out a tentative roster of incoming Advisory Board members and Chapter Presidents.

6. **Treasurer's Report** (Wang, Glenn Sugihara)

(See document "AAJA Treasurer's Report Winter '07," submitted by Wang; and "Asian American Journalists Association Projected Statement of Activities Year-End December 31, 2007," "Asian American Journalists Association Projected Revenue Detail Year-End December 31, 2007," and "Asian American Journalists Association Projected Functional Expenses Year-End December 31, 2007," submitted by Glenn Sugihara)

Wang said the feedback from the treasurers' meeting during the convention was that chapters would like to hear more often from her so she'll be doing that.

Wang said some chapters appear to have a disproportionate amount in savings, compared to what they offer in programming. She would like to see those chapters have more of a balance, with what they bring in more proportionate to what they give out, with some left over for a rainy day.

Sugihara said as of Oct. 31, AAJA's total assets are about \$1.67 million, with total liabilities and equity of about \$1.67 million. He said the net income for the year would probably be about \$26,254.

Board thanked Astudillo for keeping things on track and thanked national staff for trying to rein in expenses.

7. **MediaWatch Update** (Tan)

MediaWatch co-chair Tan said the MediaWatch committee has had a busy few months. It's been receiving e-mails about pet food and toy recalls. She said Sharon Chan and Don Chareunsy are working on a panel for UNITY on China coverage – especially pertinent with the Olympics coming up.

Tan said that Abe Kwok is officially stepping down as MediaWatch co-chair, and presented Blackmun as the new MediaWatch co-chair, effective immediately. Tan said Blackmun has been doing a fantastic job on the committee, offering and soliciting opinions, keeping people in communication. She also said it was good to have a co-chair on the West Coast and one on the East Coast.

Question was asked on whether MediaWatch incidents should be reported to the local chapter or to national. Tan said either is fine, but it's always good to just let national know so it can at least keep a log of incidents.

8. **Pending Business**

A. **Update on Formation of Executive Director Search Committee** (Mariani-Belding)

Mariani-Belding covered this in her President's Report

B. **Update on National Awards Committee** (Tan)

Tan said she needs more time to put this together.

C. **Update on Wisconsin Group (Tu)**

Tu said the Wisconsin group has asked to withdraw its petition. She said it's had lots of turnover since its original petition. Members there plan to regroup and submit a new petition for chapter status sometime in the future. The group would like to continue to have a Board liaison as it works on this new petition. Tu said she is willing to be this liaison through the end of her term in December 2007, but then a new liaison will need to be chosen. Sardar said he's willing to be the new Board liaison once Tu's term ends.

ACTION NEEDED: Tu will inform the Wisconsin group that Sardar will be its new Board liaison once her term expires.

D. **Vote on Membership Dues Increase Proposal (Sachdev)**

(See document "Membership Dues Proposal," submitted by Sachdev)

Some Board members said the increase should be larger than the proposed \$5 for 2009, given that the cost of everything from programming to operations to insurance is going up. Others argued the increase should be kept low because of the state of the industry.

Question was asked about creating a platinum membership level. Sachdev said the challenge was figuring out the additional benefits for that level. Tan suggested access to high-level people in the industry. Cho suggested reserved seating toward the front at banquets.

It was suggested that the membership committee draft a new proposal with a larger increase, and send it to the new Advisory Board before the Spring Board Meeting to get chapter input.

Sardar moved to approve the proposal as written. Blackmun seconded. Motion fails.

ACTION NEEDED: Membership committee will draft a new proposal with a larger dues increase for 2009. Membership committee will propose a new platinum membership level, with dues rate and benefits.

E. **Appointment of At-Large Members' Representative to the National Board (Cho)**

(See document: Letter from Lu'isa Mataele)

Cho presented Mataele's name as the proposed representative. Mataele is a production assistant at a cable sports station in Denver.

Wang moved to approve Mataele as the At-Large Members' Representative to the National Board. Cho seconded. Motion passes.

ACTION NEEDED: Cho will inform Mataele of the appointment, and Tu will draft a letter welcoming Mataele to the Board.

9 **Appointment of AAJA Representative to RTNDA** (Mariani-Belding)

Mariani-Belding said Randall Yip is the current representative. She said she is appointing Sardar to take over from Yip when his term ends.

10. **Final Report on 2007 Convention** (Astudillo, Lee)

(See document “AAJA 19th Annual National Convention Miami 2007 Final Report,” submitted by national staff)

Questions were asked on several elements, including whether, in the future, to consider having smaller items put into “bargain boxes” for the silent auction, with the rest high-ticket items, and whether it’s better to have photos framed or unframed for the auction.

Cho asked if there’s a way to make sure more chapter treasurers attend the treasurers’ workshop at the meeting. Blackmun said their treasurer didn’t attend because they’d gone to one before. Lee said Glenn Sugihara is aware of the need to have more levels of training and is working on that.

11. **Progress Report on UNITY 2008 Convention** (Mariani-Belding, Astudillo, Sardar)

Mariani-Belding already covered her report on UNITY during her President’s Report.

Astudillo said AAJA events - the gala banquet, silent auction, Board meetings – will be held at the Hyatt. The hotel room rate is \$199. He said UNITY will be using primarily the Hyatt and the Sheraton for the association-specific events. (All the UNITY programming will be held at the McCormick Place Convention Center.)

Astudillo said UNITY was at 28 percent of its fundraising goal. If that goal is met, UNITY expects a \$1.4 million net income, which will be divided among the five associations, including the UNITY office, based on an approved formula. Based on that, the projected income to AAJA is \$253,000, if all sponsorship goals are met. After the last UNITY convention, AAJA received \$224,000.

Astudillo said 487 programming proposals were received, and the programming committee tentatively approved about 80. They are hoping to approve 100 workshops total.

Sardar, who’s on the programming committee, said there was some duplication in the proposals so the committee tried to fuse some together, having organizations work together if they proposed similar subjects. They’re thinking of putting workshops into tracks along the lines of: digital, newsgathering & storytelling, managing your career.

Sardar said each alliance partner was given four slots to do programming beneficial to their membership. AAJA’s workshops will be on: the economies of

India and China; how to cover Arab Americans; covering China; and a survivors' guide to newsroom politics.

Astudillo said online registration should be up at UNITY's Web site by the end of November.

Astudillo said each UNITY member group this year is implementing a new requirement that if you want to attend the gala banquet, you have to pay \$10. He said it's more a psychological thing, since people in the past have checked that they would go and then don't show up and there were empty seats at the banquet.

Astudillo said there's not much of an update yet on the student projects and the executive directors have a phone conference to discuss this next week. He said it would be a convergence-type model. But yet to be resolved is how many students will be involved, logistical requirements, etc.

12. **Approval of 2010 AAJA Convention Site and Host Hotel** (Astudillo)

(See document – Comparison chart between the Renaissance Hollywood Hotel and the Hyatt Regency Century Plaza, submitted by Astudillo)

Astudillo said based on the things that attract AAJA members, he would recommend the Renaissance. Several people mentioned its lower room rate and lots of nearby attractions and restaurants as advantages.

Sardar moved to approve the Renaissance Hollywood Hotel as site of the 2010 convention. Cho seconded. Motion passes.

13. **Recess**

Sardar moved to recess. Wang seconded. Motion passes.

SATURDAY, NOV 10, 2007

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; Janet Tu, National Secretary

Board members: Maya Blackmun-Portland; Matt Dunn-San Francisco/Bay Area; Jessie Mangaliman-San Francisco/Bay Area; Ameet Sachdev-Chicago; Cheryl Tan-New York; Doris Truong-Washington, D.C.

Staff: Rene Astudillo, Executive Director; Janice Lee, Deputy Executive Editor; Antonio Salas, Membership and Chapter Development Manager

ABSENT: None

14. **Call to Order** (Mariani-Belding)

Meeting called to order at 9:35 a.m. Pacific time.

15. **Roll call (Tu)**

Roll call conducted. Quorum was met.

16. **Approval of 2008 AAJA Budget (Astudillo)**

(See documents: "Proposed 2008 AAJA Budget" and Chart Comparing 2007 Actual Budget as of 10/31/07 and 2008 Budget, submitted by Astudillo)

Regarding grants, Astudillo said some of the grants listed under revenue are already assured for 2008, others are pending.

Questions were asked about some line items.

Sardar proposed an amendment adding \$3,000 to expenses for bank charges, in anticipation of increased bank charges for anticipated increase in number of memberships.

Sardar moved to approve the 2008 AAJA budget, with the proposed amendment. Wang seconded. Motion passes.

17. **Executive Session (Mariani-Belding)**

Mariani-Belding moved to go into executive session to discuss personnel. Cho seconded. Motion passes.

Sardar moved to go out of executive session. Tan seconded. Motion passes.

18. **Guidance on Fundraising (Astudillo)**

Astudillo said Dinah Eng had inquired about seeking Nike sponsorship for the 2008 ELP session - maybe for meals. Governing Board did not provide objections, though some said they would be more comfortable with the company funding meals or events rather than programming. Mariani-Belding said in instances where Astudillo asks the Board for guidance on fundraising from a particular company, if he doesn't hear back from Board members within three days, he should assume there are no objections.

19. **New Business**

A. **Determine Dates for Spring 2008 National Board Meeting (Mariani-Belding)**

The Spring 2008 National Board meeting will be held March 7-8 in San Francisco.

B. **Determine Dates for Summer 2008 Governing Board Meeting (Mariani-Belding)**

The Summer 2008 National Board Meeting will be held July 26 in Chicago. The Advisory Board will meet in the morning and the Governing Board in the afternoon. If it is determined at the Spring Board Meeting that more time is needed at the Summer Board Meeting, the afternoon of July 23 will be set aside.

C. **Determine Dates for Fall 2008 Governing Board Meeting** (Mariani-Belding)

It was decided the new Governing Board, to be elected at the Spring 2008 meeting, will determine the dates for this. Preference was expressed for this meeting to be held on the East Coast.

D. **Any New Business**

Blackmun said with a new Board coming in, there will be a new policy committee and a new policy chair. She'll leave some notes for them on bylaws and other issues.

Truong asked that when CNJO meets at Poynter in February, if there will be anyone from AAJA going. Would the Board like Paul Cheung to go? Sentiment was yes. Truong will contact Cheung to ask him to attend.

Salas reminded the Board that that it needs to determine a timeline for national elections. The National Secretary and the staff will draft one and send it to the Governing Board for comments and approval.

Sachdev suggested that Board members contact their Board Buddies to let them know, since so many of them will be new, that Board members will be asked to contribute to the endowment at the upcoming Board meeting.

ACTIONS NEEDED: Truong will ask Cheung to attend CNJO meeting. Tu and Salas will draft a timeline for national elections to present to the Governing Board for approval. Board members will contact their Board Buddies to let them know they will be asked to contribute to the endowment.

20. **Announcements**

Salas reminded Board members to renew their memberships for 2008.

21. **Adjournment**

Blackmun moved to adjourn. Mangaliman seconded. Motion passes.