

SCA Chinese Heritage Club
Board of Directors Meeting
Tuesday, April 12, 2011 9:00am-12:00pm
Meeting Rm #1&2, Liberty Center
Minutes

1. Meeting was called to order at 9:05 am
2. Members present: Peter Tu, Kitty Zee, Celia Chang, Claudette Peterson, Carin Sung, Ta-Tung Meng and Lizwu Wu. Quorum was established
3. Minutes of March 15, 2011 were unanimously approved.
4. Report from Chairpersons
 - a) Financial (Celia):

Income =	\$12,654.56
Expense -	\$ 6,712.65
General Funds=	\$ 5,941.91
Goodwill Fund	\$1,005.00
Total =	\$6,946.91

The need to carry over fund of \$4,000 for club operations the following year was discussed. Celia suggested \$3,500 instead.
 - b) Membership (Carin): With the correction of 2 new and 1 renewal members for last month, the total members is 329 including the 4 new members this month.
 - c) Activity/Program (Ta-tung): Tao presentation was well received with 37 in attendance. Dorothy Yu complimented Ta-Tung on the great job done as MC. \$15 was spent for the occasion. Peter will send a Thank You letter to Prof. Chang.
 - d) Ad Hoc (Lizwu): The minutes from the website was saved on a CD and Kitty will provide the missing ones.
 - e) LSC Meeting report (Peter & Kitty): Kitty reported that the Mandarin Conversation Class activity & room requests were approved by the Life Style Committee. First class will meet on May 4, 2011.
5. Plan for the Wellness Forum (Dorothy Yu & Tom Sulistio): Dorothy will continue with the out-reach SHIP and Medicare program. Suggestion was made to engage professionals with different specialty in healthcare area to address our members. Tom mentioned that many of our SCA residences have relatives who could be recruited. In order to make programs available to a wider audience, advertisement is necessary. Carin suggested that the Activity Department of SCA be invited to co-sponsor such an events. Peter and Ta-Tung will do research on how to get this going and how to advertise. The Wellness Forum will be two-folds: A). Health Forum: To be chaired by Tom and B). Medicare Forum: To be chaired by Dorothy in the October time frame. Lizwu suggested that "The Next Stage After Sun City" discussions be part of the Medicare Forum.
6. Unfinished Business
 - a. CHC Sponsored Events Guidelines:

Motioned by Claudette and seconded by Lizwu, the CHC Activities/Program Guidelines attached to this meeting minutes as Appendix I, were unanimously approved. The guidelines will also be posted on our website.
 - b. May 29th: Chinese Heritage (Dragon Boat) Fair Plan (Ta-tung & All): Pearl, Kitty and Ta-Tung will do the planning. 120 participants are expected. A budget of \$500 was approved. Plans for a sign-up time will be announced.
 - c. Folk Dance Update (Grace Liang): Carin reported that Grace has arranged for Suzan Changnto teach from April 30th to May 6th.
 - d. Volunteers for the Mid-Autumn Festival Committee & Budget (All): Budget will be \$600.
 - e. Volunteers Appreciation Day Party: Budget for Pizza will be \$200.

7. New Business

a. Mandarin Conversation Class:

The Coordinator/Instructor will be Margaret Meng, joined by Cindi Ni as Instructor and Carin Sung as Backup Instructor. All clubs will be informed. Fees will be determined at a later date. The first 12 sessions will be free. Board agreed to pay for the teaching material.

b. Merrill Gardens Outreach project (Lizwu):

Group will perform with the Dragon Boat theme at 6 pm. The board approved a budget of not more than \$100 to provide Chinese snacks and decorations.

c. June Spirit write-up (All): This is due April 24th. Peter will send the Merrill Garden add-on to the Spirit. For July Spirit: due date is May 24th.

d. Plan for 2012 Spring Festival. This item will be kept as an unfinished business for future discussions.

e. Follow up to February 28 survey results:

It was decided that the Survey Results and Analysis would be attached to the current minutes for future references (see Appendix 2). Peter expressed concern for CHC communication to those without email addresses. Carin related that she normally would phone those people without email and without email networking.

a. Other CHC Activities Plans for 2011. (Ta-tung & All)

This will be kept as an unfinished business item

Adjournment: 11:34 am

ATTACHMENT I

CHC-SPONSORED EVENT GUIDELINES

CHC Board welcomes program ideas and encourages members to submit proposals. The Board will review proposals and determine the feasibility of programs, based on the criteria, subject matters, the costs, manpower and time frame.

CHC Board has developed the following guidelines to assist in the planning and delivery of programs:

- I. The event must meet the following CHC Board's Criteria and Standard:
 - A. Meet the purpose stated in CHC by-laws.
 - B. Benefit CHC members socially, culturally, educationally or in the area of members' wellbeing.
 - C. Have the potential of being attended by at least 10% of CHC members (unless it is an ongoing activity event).
 - D. Be self-supporting if possible.
- II. To apply for Board approval, please fill out Appendix A and submit it to the Board. Once the Board approves the program, a volunteer Chairperson will be recruited and appointed.
- III. Responsibilities of Event Chairperson. (The list doesn't apply to all events depending on the scale of the event):
 - A. Determine what to include in the event, e.g. entertainment, dinner, door/raffle prizes, DJ, dance, etc.
 - B. Submit a plan to the Board with estimated costs and request budget allocation if the program is not self-supporting.
 - C. Coordinate the process with CHC Activities Director.
 - D. Invite and book speakers, performers, MCs, etc. preferably at least 12 weeks prior to the event.
 - E. Determine the need of food vendors; complete all necessary paper work, e.g. insurance, contract, etc.
 - F. Develop strategy to solicit raffle prizes preferably at least 5-6 weeks prior to the event.
 - G. Determine the areas needing volunteers, e.g. ticket reservation & sale, table assignments, registration, greeters and ushers, decoration, food catering & bookings, performance programs, music & DJ, prize solicitation; stage and lighting control. Recruit volunteers accordingly and delegate responsibilities.
 - H. Provide periodical progress report to the Board through Activities Director.
 - I. Inform the Board of challenges as they occur and request assistance in timely manner.
 - J. Design programs, submit for approval and printing.
- IV. Ticket selling, for special events of larger scale specially if dinner is included:
 - A. Determine the total number of tickets based on room capacity.
 - B. Determine the cost of tickets for members and non-members.
 - C. Determine the percentages of tickets for members and non-members. Verify member status of guests; collect and record money accordingly.
 - D. Encourage non-members to join CHC and members of previous year to renew membership.

- E. Reserve 1-3 tables for expected or unexpected special guests if needed.
- F. Number the tickets sold and assign seats on first come first serve basis.
- G. Record the names of all ticket holders and their ticket numbers.
- H. Produce guest alphabetical as well as ticket number lists for check-in process.

V. Printing materials must be in English, or bilingual if the occasion calls for the need.

VI. All Events must be conducted in English, or bilingual if the occasion calls for the need.

APPENDIX A

Request for Approval for CHC Sponsored Events

Name of event: _____
 Brief description: _____
 Submitted by: _____ Date: _____
 Phone #: _____ Email address: _____

1. The event is
 An activity Social program Cultural program
 Educational program Traditional Chinese Celebration
 Other (Explain) _____
2. The event is:
 One time Weekly Monthly Quarterly Other (Explain)
3. The event for CHC members only?
 YES NO
4. Will the event be conducted mainly in English?
 YES NO
 If NO, explain _____
5. Will the event be conducted bilingually?
 YES NO
 If YES, explain _____
6. Does the event involve:
 - A. Selling tickets?
 YES NO
 - B. Collecting fees?
 YES NO
 If YES to A, please provide the estimated cost and budget plans
7. Will the event be financially self-supporting?
 YES NO
 If NO, explain _____
8. What is the estimated number of participants or attendance? _____
9. What room or equipments are required?
 Explain _____

APPENDIX 2

Survey Results of Spring Festival, Jan 29, 2011

1. TICKET PURCHASING

- Do you like the current ticket reservation process through email?
YES 90% NO 10%

Obviously most people like the current reservation process.

2. TABLE ASSIGNMENTS

- Do you like the current first-come first-service table assignment method through email reservation?
YES 89% NO 11%
- Would you rather see a reservation system that requires you to show up in person?
YES 25% NO 75%
- Would you prefer to have the tables assigned through random drawings?
YES 37% NO 63%

Again, most people prefer the current first-come first-serve table assignment method through email reservation. There were concerns for members who don't use email. The Board will address that concern.

3. REGISTRATION

- Do you like the current registration process?
YES 94% NO 6%

The answer is YES.

4. ENTERTAINMENT

- What do you think of the evening's entertainment program?
EXCELLENT 43% GOOD 45% FAIR 12%

People like the current entertainment program -- 43% think it is excellent. There were comments asking us to keep each performance short. (See item #8)

- Would you like to see outside/professional performers?
YES 33% NO 67%

Only 1 out of 3 would like to see outside performers.

5. FOOD

- What do you think of the caterer's food?
EXCELLENT 0% GOOD 59% FAIR 37% POOR 4%

Most people like the food. There were comments suggesting that we could trade quantity for quality in the future.

- What do you think of the caterer's service?
EXCELLENT 0% GOOD 76% FAIR 22% POOR 2%

Except for 1 or 2 isolated complaints, most people think the service was good.

6. MUSIC

- What do you think of the amount of time for social dancing?
TOO LONG 9% JUST ABOUT RIGHT 65% TOO SHORT 26%

- What do you think of the amount of time for line dancing?
TOO LONG 50% JUST ABOUT RIGHT 43% TOO SHORT 7%

The message here is that a lot of people think we spend too much time for line dancing and maybe not enough for social dancing. For future planning, we need to manage that perception.

7. FORMAT

- Do you like the current format of:
Entertainment + Dinner + Social dancing?
YES 100% NO 0%
- Which of the following do you prefer? You can check more than one.
Entertainment + Dinner + Social dancing 57%
Entertainment + Dinner 11%
Entertainment + Social dancing 8%
Entertainment only 10%
Dinner + Social dancing 13%

It is pretty clear that people prefer the entertainment + dinner + social dancing format.

- Would you attend an **additional** dinner in a Chinese restaurant, like the one organized this year by Pearl Wong, Betty Hsin & Dorothy Yu?
YES 64% NO 37%

Two out of three would like to attend the additional Chinese New Year dinner.

8. OTHER COMMENTS?

- MC's effort to keep the audience quiet during the performances worked well. We should continue to do the same in the future.
- Registration - Excellent & pleasant receptionists - they did a great job.
- Entertainment - Chinese Fan Dancers were very entertaining. Too many singers.
- Food - Would be open to try another Chinese restaurant
- Prize drawings took too much time.
- Keep each performance short.
- Keep surpluses moderate
- Overall the party was a success. A job well done!

9. I want to help with next year's Spring Festival

The following members volunteer to help in the next Spring Festival:

Chan, C C	Lee, Agnes	Wang, Steve
Chang, Celia	Lee, Allison	Wong, Pearl
Chen, T C	Tsui, Tammy	Wu, Joe
Chen, Nancy	Tu, Barbara	Wu, Eileen
Cheng, Hwa Siao	Wang, Joe	Yu, Dorothy