

SAAHJ Meeting Minutes – October 2014 – Time Warner Cable News

Sign-in List Attendees (19): James Benavides, Erica Guevara, Frances Henderson, Denise Blaz, Jessica Elizarraras, Emiliano Summerville, Leslie Ann Garza, Joe Sandoval, Michael Vela, Gilbert D Martinez, Dawn Thurmond, Brianna Dimas, Steve Walker, Tessa Benavides, Francisco Vara-Orta, Mary Anthony, Edmund Ortiz, John A. Salazar, Elaine Ayala, Gary Cooper

Sign in sheet/Introductions – Host John Anthony Salazar of TWC News SA

TWC News is the only 24 hour news station in Texas. NY1 is the biggest of TWC's news channels. TWC opened this station in June of this year. TWC reporters in San Antonio produce their stories here but it is sent to Austin and broadcasted over the cable network. Stories will stay in for 24 hours or until a reporter submits another story.

Ratify Tessa as communications chair – Francisco

Tessa started doing communications for SAAHJ in August. Tessa works for the San Antonio Education Partnership at Café College

Motion to approve: Elaine

Approved by membership

Minutes from June 2014 meeting – Joey

Motion by Joey to approve, seconded by Elaine, Approved

Elaine seconded

Treasurer's report – Neal (via e-mail)

Operational account

Recent transactions: El Mirador lunch, PayPal/Frost Bank fees and post-gala dinner

Account total: \$4,797.43

Foundation account

Recent transactions include Frost Bank fees, and schools cashing scholarship checks

Jessica to determine if TAMUSA owes us \$1,500 refund for Christopher Vasquez

Account total: \$146,871.69 as of Friday

Transaction report

Gala expenses:

Scholarships: \$30,000

Marriott: \$50,201.41

Entertainment: \$1,900

Trophies: \$767.15

Total: \$82,868.56

Gala revenues

Sponsors: \$142,750 (only received \$115,250 so far with 13 unpaid as of Sept. 30)

Extra donations: \$6,500 (all paid)

Ad revenue sales: \$4,000 (\$750 unpaid between CJR and SACVB)

Personal checks: \$4,150 (Van de Putte, Mike Villarreal, etc.)

Total: \$157,400 (“profit” of \$74,531.44)

Other transactions

Fiesta medal auction: \$908.50

Square sales: \$1,586.74 (need to transfer gala ticket sales to Foundation)

PayPal membership since February: \$612.33

E-N book sale: \$1,450

Membership update - Joey

We had three people join between the Gala and now. Our membership is now up to 112. Including 25 people who are expiring as of this month. They will be contacted before the end of October.

Gala recap/location & date for 2015 – Elaine/Tessa

Elaine:

Highest turnout. The most money generated. Most high profiled honorees. Huffington Post, Latina Magazine, and others linked to Robert Rodriguez’s speech online we posted. NAHJ membership turnout was low though overall. Tejano Party turnout was about 200 people.

Tessa: We have secured Marriot Rivercenter July 10th. Other options were weighed in but the Marriott was the best fit for the even again. 2015 will be the second time we have used the Marriott Rivercenter. We will get a block of rooms at \$169 a night.

Francisco: There were a lot of bells and whistles but the event went over very well.

Select 2015 Honorees – Francisco

Francisco: Last year we only chose one nominee. We should have others as back-ups. More notable people could help boost ticket sales

This year’s theme is diversity. We need more women to be honored. David Robinson was an option but the Greater SA Chamber is honoring him.

Coach Pop is an option. So is Eva Longoria. Some potential honorees may need people

Elaine: Corazon de Oro award could be given out on a sporadic basis depending if we can find an honoree.

Voting on the list of names to pursue.

Francisco

Ballots were collected to pursue the potential honorees.

Yea:17

Nay:1

Passes

Holiday membership drive/Spring mega-mixer – Francisco/Jessica

Jessica: Holiday Mixer will likely be December 20th. Tobin Center floated as an idea

Dawn Thurmond: Food Bank has a space and could help in suggesting other spots.

Esperanza Center, Empire Theater, Grayson Street Eatery, Georgia's Keep.

We are looking for nice spaces that could be donated for free.

Scholarship program update/vote on amount for 2015 – Jessica

Under the recommendation of Francisco we should donate \$30,000 again in scholarship from the foundation.

Elaine: We should be able to have the option to give certain students more money.

Joey motions

Gary second

Motion passes

Website updates (member of week feature) - Tessa/Gary

Melissa Aguillon has helped us rebuild our website from the ground-up. Tessa is now taking it over.

Tessa: We would like to spotlight our members on the website. Considerations can be sent to the SAAHJ email account. It's an opportunity to showcase what our members are doing as they advance themselves or the community.

Gary has ramped up our social media, paying out of his own pocket to boost posts on face book. He has created an Instagram acct and runs the Twitter page.

Student chapters via Texas State request – Francisco/Elaine

Charter for student affiliates at Texas State in San Marcos.

TX State journalism advisor Gilbert Martinez, who helped oversee NAHJ chapter at Texas State, pitches idea of an SAAHJ student chapter/affiliate. NAHJ wanted x number of paying members and didn't seem to have an understanding of how a student charter would work. So TX State decided to create its own Hispanic journalists association for students. They want to affiliate with SAAHJ. Wants students to be members of SAAHJ and their own organization. We could invite members and board members to the Texas State associations meeting on occasion. We could maintain independence but still work

together all around.

Motion Elaine

Walker: Second

Passes by membership.

Elaine: Would like to line up as many affiliates as possible in the next few months. Have a formalized event to welcome the new organizations.

UJW request – Francisco

Journalism Workshop at San Antonio College. Didn't get more info by meeting so passed on item.

Possible workshop in February – Moana/Francisco/Gary

Seeking possible topics in Journalism to hold a workshop

Gary suggests February is a awful time for TV people due to sweeps. Late January or early march is suggested. We need to decide by November meeting.

Elaine suggests on the perceived demise of newspapers. The foundation will allow us to spend money on anything educational.

Adjournment

Meeting Adjourned 11:29 AM