

**NALIP BOD Meeting— Via Teleconference – Saturday, July 11, 2009**

Present: Beni Matias, Moctesuma Esparza, Maria Agui Carter, Margarita De la Vega Hurtado, Evy Ledesma Galan, Elaine Romero, Neyda Luz Martinez, Kirk Whisler, Bernardo Ruiz, Evangeline Griego, Flavio Morales, Alexis Garcia, David Ortiz, Frances Negron-Muntaner, Arturo Barquet

Absent: Rick Ramirez, Porfirio Piña

Staff: Kathryn Galán

Meeting called to Order at 11:05 a.m PDT

1. Motion to Approve agenda with addition of 5-09 Minutes item, by Ortiz; 2<sup>nd</sup> by dela Vega-Hurtado. VOTE: Unanimous
2. Motion to Approve Minutes from May 1, by Ledesma Galan; 2<sup>nd</sup> by Romero. VOTE: Unanimous.
3. Ledesma Galan reviewed financial standing and development reports, summarizing the need to raise an additional \$250-300,000 to meet FY2009 projections. Development Committee convened to include Ledesma Galan, Barquet, Ortiz, Whisler, Romero, de la Vega Hurtado and Galan; meeting to be set the following week to identify targets for each Board member by the end of July. Matias to work with Ledesma Galan to complete a fundraising followup call with Conference 10 guests and speakers. Griego to call committed donors to encourage them to meet their financial commitment.
4. NALIP 10 Conference was again applauded as a success, with gratitude to the three Conference co-chairs, Negron-Muntaner, Ortiz, and Villalobos
5. Conference 11: Alexis Garcia and Margarita de la Vega-Hurtado to serve as 2010 Conference co-chairs. Martinez and Whisler volunteer to serve on committee. Ortiz to provide list of candidates considered as prior co-chairs, and to explore Diego Luna while staff explores Soledad O'Brien, Tony Plana and others. Maria Hinojosa was recommended as a case study. April 7-11 and April 14-18 offered by a group of possible hotels; staff directed to focus on four and report back with a recommendation.
6. MOTION by Esparza that the Board of Directors ratifies and approves the establishment of a Board of Advisors, as presented by the subcommittee to become a part of the organization that acts to support and advise NALIP's Board of Directors and staff to reach its objectives, and to realize NALIP's mission. The Board of Advisors will not be involved in the direct management or financial responsibilities of the organization, though, they may advise on fundraising. The creation of a Board of Advisors allows the organization to have the valuable input of organization supporters who would be willing to contribute their insights, abilities, and pragmatic experience to further the goals of the organization. Activities of the Advisory Board will include, but not be limited to, research

projects related to NALIP's mission, problem-solving, program development or support, and financial and legal strategizing. 2<sup>nd</sup> by de la Vega-Hurtado. Someone from the Board of Directors to be appointed to the Board of Advisors, and to serve as liaison. Elected officials in New Mexico, Illinois, Florida, New York, and other key Latino media states with oversight of production subsidies to be researched and invited

MOTION by Esparza to appoint Senators Cedillo and Calderon of California to the NALIP Board of Advisors; 2<sup>nd</sup> by Agui Carter. Vote: 14 in favor, 1 abstention.

MOTION by Romero that Frances Negrón-Muntaner be appointed chair of first Board of Advisors; 2<sup>nd</sup> by de la Vega. Vote: 14 in favor, 1 abstention.

Negrón-Muntaner asked to issue letter to Senators Cedillo and Calderon, welcoming them to the Board of Advisors. Romero, Agui Carter and de la Vega Hurtado asked to remain on the subcommittee that formulates the next set of invitations to the Board of Advisors.

7. Advocacy: NALIP to recommit to NLMC and the services of Congressman Torres for 2009, in partnership with the NHMC and other Coalition members. Ruiz to meet with Alex Nogales regarding next steps in PBS advocacy and diversity actions. Matias to follow up with ITVS on revising their definition of independent producer to be more accessible to diverse, working public television professionals who are not producers within stations.
8. Membership: Griego and de la Vega-Hurtado volunteer to work with staff membership Cynthia Vargas to learn why memberships are lapsing (economy suspected as a contributing factor). Whisler and Ledesma Galan to help activate regional networks to do outreach to film schools and other groups with potential new members.
9. Nominating Committee: Morales, Ruiz and Martinez to work with Matias on 2010 slate. Staff asked to circulate list of expiring terms.
10. Strategic Plan: Finances permitting, a fall 2009 strategic plan review retreat of one day, preceded or followed by a half-day board meeting in Los Angeles to be scheduled. Staff asked to re-circulate the 2008 NALIP Strategic Plan in order to prepare, forward thoughts to Matias and Galan by Aug. 31. They will then propose an October/November meeting agenda in September.
11. Values Revision: Matias to speak with de la Vega Hurtado, and circulate with draft Minutes to the Board for review and approval.

Meeting adjourned at 1:00 PM EDT  
Minutes submitted by Maria Agui Carter, Secretary