

Portuguese Heritage Publications of California
Annual Board Meeting Minutes
January 28, 2012

Meeting Location: Wyndham Hotel, San Jose, CA

Time: 10:00 am

Attendees: José Rodrigues, Tony Goulart, Lionel Goulart, Bernadine Goularte, Al Dutra, John Ellis, Joe Machado, Manuel Bettencourt, Miguel Àvila, Al Dutra, Donna Calhoun, José Luis da Silva, Elmano Costa, Henrique Dinis, Isidro Espínola, Heraldo da Silva, Maria Alsheik, Christina Àvila, Marilia Wiget, and Dolores Greenslate. Guests: Helen Cunha Kerner, and António Oliveira.

Meeting called to order by president, José Rodrigues, at 10:15 am.

(A brief welcome was given and guests António Oliveira and Helen Cunha Kerner were introduced.)

- I. Old Business
 - A. Review of minutes from 2011 Annual Board Meeting by Christina Àvila, which were unanimously approved after a motion for approval was made by Manuel Bettencourt.
 - B. Al Dutra and Lionel Goularte led election of new Executive Committee officers for 2012. Elections were made as follows: President: Henrique Dinis, Vice President: Tony Goulart, Secretary: Christina Àvila, Treasurer: Isidro Espínola, Parliamentarian: Décio Oliveira, Historian: José Luís da Silva.
 - C. Al Dutra presented gifts to past President, José Rodrigues, and new President, Henrique Dinis.

- II. Treasurer's report
Al Dutra presented the Treasurer's report, which was unanimously approved after motion for approval was made by Manuel Bettencourt.

- III. New Business
 - A. Henrique Dinis recognized board members who had recently won awards from various Portuguese organizations and the Government of the Azores.

 - B. Henrique Dinis reviewed sales and marketing update and news.
 1. Website statistics
 2. Project development

3. Operations

C. Henrique Dinis covered the 2012 Operating Plan.

1. Vision and Mission
2. Core Values
3. Critical Success Factors
4. 5 Key Goals and Objectives

IV. Joe Machado gave brief update on Power of the Spirit.

A. Completed project scheduled to be released July 2012.

V. Brainstorming session took place (in 5 groups) to identify strategies to meet 5 key goals for 2012.

A. Increase sales by 30% over prior 2 years.

B. Book projects

1. Power of the Spirit
2. Non-research publication (author's book)
3. Re-package Holy Ghost Festas CD
4. Post bibliography associated with "The Portuguese Presence in California."

C. Leverage 5 major annual book sales events.

1. Dia de Portugal
2. IES Hall of San Jose
3. Gustine Festa
4. Cabrillo Festival
5. PFSA Convention

D. Centralize, update and maintain PHPC's client database.

E. Identify and seek out funding.

VI. Each of 5 groups presented on the results of their brainstorming session.

New President, Henrique Dinis, distributed a survey collecting feedback on the meeting and then adjourned the meeting at 2:55 pm.

Minutes prepared by: Christina S. Ávila

Secretary, Portuguese Heritage Publications of California, Inc.