

Portuguese Heritage Publications of California
Executive Committee Meeting
February 23, 2012

Meeting Location: Portuguese Athletic Club, San Jose, CA

Time: 7:00 pm

Attendees: Henrique Dinis, Al Dutra, Joe Machado, Isidro Espinola, Tony Goulart, Decio Oliveira, and Christina Avila. Guest: Jacinta Bettencourt.

Meeting called to order by president, Henrique Dinis, at 7:05 pm.

- I. Henrique Dinis distributed new Executive Committee binders to each board member present.
- II. Henrique reviewed results of the survey conducted at closing of 2012 annual board meeting. The following suggestions were made for improvement:
 - A. Add more board members to help “carry the load.”
 - B. More planning of future projects.
- III. Minutes from January 11, 2012 meeting, by Christina Avila, were unanimously approved after Al Dutra made a motion for their approval.
- IV. Joe Machado led discussion on Power of the Spirit.
 - A. Joe introduced Jacinta who is doing the layout for the book.
 - B. Joe reported that 5 chapters are completely done and one final chapter is 90% complete.
 - C. Jacinta Bettencourt went over layout design for the opening page of a book chapter and showed additional page layouts with photographs.
 - D. Henrique went over which articles were outstanding and inquired on specific dates on when articles would be complete.
 - E. Logistics were discussed on how much time would be needed from completed manuscript to printer, to published book ready for sale.
 - F. It was determined that if the manuscript is ready by May 1, 2012, the book should be ready for distribution by July 15, 2012.
 - G. Henrique requested feedback on whether 350 books sold in 2012 was a reasonable expectation for projected sales.
 - H. Discussion returned to layout and design of book and Tony Goulart made suggestions for improvement.
 - I. Tony Goulart said we need to continue to acquire outside sponsorship in order to not deplete the organizations financial resources.
- V. Henrique then had board members review tactics and “parking lot” tactics to decide which were viable tactics for achieving organizational goals.
 - A. Board members are to continue dialogue via email.

- B. Christina Avila committed to getting 5 articles published in American newspapers on the release of "Power of the Spirit."
- C. Christina is also to set goal to increase number of "likes" on PHPC's Facebook page.
- D. Discussion moved to Cabrillo festival and how we may be able to have a symposium and/or booth set up in San Diego.
 - a. The topic of how we could make the sales booth more attractive was open for discussion.
 - i. Additional banners
 - ii. Slides projected in booth

President, Henrique Dinis, then adjourned the meeting at 10:12 pm.

Minutes prepared by: Christina S. Avila
Secretary, Portuguese Heritage Publications of California