



Annual Board of Directors Meeting

January 18, 2014

Meeting location: Holiday Inn San Jose Airport, San Jose

Time: 10AM

Attendees: Henrique Dinis, Isidro Espinola, Miguel Avila, Jose Rodrigues, Dolores Greenslate, Marilia Wiget, Elmano Costa, Donna Calhoun, Millicent Accardi, Decio Oliveira, Tony Goulart, Jose Luis da Silva, Mary Alsheik, Angela Silveira, Manuel Bettencourt, Natasha Dinis, Yvette Sousa.

- President Henrique Dinis, called the meeting to order at 10:05am and stated the general purpose and objectives of the meeting. The president introduced first time attendees: Angela Silveira, Yvette Sousa and Natasha Dinis.
- Henrique Dinis, reviewed the treasurer report and Decio Oliveira motioned to approve it, seconded by Manuel Bettencourt.
- The Secretary Isidro Espinola, reviewed the meeting minutes from the previous year. A correction was made to the spelling of the name Lucia, which should be spelled Lucy. A motion to approve the minutes was made by Manuel Bettencourt and seconded by Decio Oliveira.
- Henrique Dinis, made an appeal to the entire board to participate more in the organization's activities and take responsibility for executing the agreed upon goals and objectives for the year.
- Followed the nomination and vote of the members of the Executive Committee for 2014: Henrique Dinis, President; Tony Goulart, Vice-President; Isidro Espinola, Secretary; Yvette Sousa Treasurer; Decio Oliveira, Parliamentarian and Jose Luis da Silva, Historian.
- Henrique open the "floor" for general discussion around opportunities that might provide PHPC with broader market exposure. The effort of Manuel Bettencourt presenting couple PHPC publications on the East Coast, was viewed as an example of how marketing horizons can be expanded.

- Millicent suggested that perhaps PHPC should explore other means of getting its works known, such as videos and e-books. Tony Goulart stated that PHPC should focus on books, because that's its area of expertise. Miguel Avila, supported Millicent's recommendation.
- The work of Tony Goulart on the "Portuguese Politicians" project was recognized, as well as FLAD's partnership and financial contribution to it.
- Henrique stated that "Power of the Spirit" led the book sales for the year. Forty percent of the book sales for the year came through the website (\$9.9K). He also expressed concern about the number of books in inventory. Mary Alsheik suggested that all Maritime Museums should be contacted about the "Whalers" book. Miguel Avila suggested changing the dust covers on some books to make them more appealing and Dolores Greenslate suggested that prices may be a deterrent to sales. Elmano Costa, indicated that the "Whalers" title should probably be changed, as it isn't politically correct nowadays.

- Followed a summary of PHPC goodwill towards the community:

FINANCIAL SUPPORT

San Jose High School Portuguese Club	\$ 50.00
Mission Chamber San Jose (DDP)	\$ 250.00
Portuguese Athletic Club	\$ 250.00

BOOK DONATIONS

LAEF	\$1,260.00
Teachers Conference	\$1,670.00
American Studies	\$ 300.00
Dr. Valadao	\$ 60.00
Manuel Madruga	\$ 30.00
TOTAL GOODWILL	\$3,870.00

- 2013 Accomplishments vs. goals: Henrique reviewed the organizations overall performance versus set goals for the year. The skills needs for the organization were defined as follows: Marketing, sales, Facebook and grant proposal writing.
- A general discussion led by Jose Luis and Mary Alsheik, about the upcoming YPA Summit, followed with enthusiastic testimonials by Angela Silveira, Jason and Taylor Amarante. Millicent made a brief observation intended on ensuring that YPA is inclusive of the various Portuguese communities throughout the state. Henrique proposed that the Board approve \$4,500.00 to subsidize expenses with the YPA summit and related operations. Miguel Avila motioned to approve and Marilia Wiget seconded the motion.

- Followed a discussion about 2014 projects, namely IES San Jose Centennial, Five Wounds Church Centennial and Immigrants Stories. Possible 2015 projects include: History of Portuguese Media, Portuguese Marching Bands, Folk Groups of California. Millicent suggested that the team entertain the possibility of publish a book written by and about Portuguese women immigrants, possibly an e-book version as well.
- The group broke out in two teams to discuss and report out on specific issues:
 - Group one, led by Miguel Avila: How do we achieve geographic and diverse community representation?
 1. Expand book presentations, namely “Power of the Spirit” and “Portuguese Politicians”
 2. Get more people involved in PHPC
 3. Strive for further exposure outside the Bay Area
 - Group two, led by Millicent Accardi: How do we expand sales?
 1. Sell different media other than books
 2. Hold events in different geographic areas
 3. Create book marks as an advertising tool

Following a general discussion about the above recommendations, Angela suggested that PHPC could leverage YouTube to expand its visibility and cater to the younger generation
- Followed a brief discussion about the meeting format, it was generally agreed that a shorter meeting would be welcome.
- Millicent announced a “reading” sponsored by “Kale Soup for the Soul”, to take place on Sunday, January 19th at San Jose History Park and encouraged all to attend.
- President Henrique Dinis adjourned the meeting at 4:30PM

Minutes prepared by
 SIsidro Espinola, Secretary.