



KIWIS IN LA

2019 Board of Directors Meeting

Sunday, January 20, 8:00pm, Teleconference

Minutes

Attendees: Emma Barry, Anne Beecher, Hillary Brick, Keith Flamank, Sharon Longpre, Roger Pearce, Vicki Tyler, Patrick Veysey

1. Minutes of 2018 Board of Directors Meeting

- Keith apologized for the lack of minutes from last year's Board of Directors meeting.

2. Board Members

a. Current Board Members

- Keith reiterated that board terms are 1-year and confirmed that all board members had indicated their desire stay on for another year.
- All board members would need to stand for re-election at the 2019 Kiwis in LA Annual General Meeting which must be hosted prior to March 14th. Keith is approaching the Consulate to agree a suitable date at the Residence to host the meeting.

b. Celeste Bowden (OC Kiwis)

- Keith advised that he had sounded out Celeste Bowden, founder of OC Kiwis, about whether she would be interested in joining the board given her proactively and Kiwi's in LA ability to help fund some of her initiatives. Recent Kiwis in LA Pub Nights had not been well attended and Celeste has organized some very successful events in Orange County, particularly for families. She is also in the business of social media which would be a great skillset addition to the board.

Sharon moved that Celeste be formally approached about joining the board. Seconded by Anne, and approved unanimously.

3. Financial

a. 2019 Budget

- Keith confirmed that it was possible Air New Zealand may reduce their sponsorship of Kiwis in LA by one pair of Premium Economy tickets to two Premium Economy tickets and two Economy tickets, so the proposed budget for



2019 took a conservative approach. Vicki and Keith are seeing Liz Fraser, Jeanice Lee and Maggie Amin at Air New Zealand on January 24 to establish the 2019 commitment. If Air New Zealand decided to discontinue their sponsorship, it's possible Mainfreight may increase their sponsorship contribution.

- Emma asked what income would be desired for the 2019 Kiwis in LA budget. Keith noted that if Air New Zealand pulls out, it would be good to replace their involvement with at least \$5,000 through other sponsorships or membership fees. He shared his thought that it should be an aim of Kiwis in LA to remain as accessible as possible for the New Zealand community in Los Angeles. SF Kiwis followed a different path with \$120 tickets to their key annual event, the Waitangi Day Dinner, and Keith felt that this price point might prevent many from attending.
- Vicki suggested more transparency between the Christmas Party costs and the money generated through membership fees, given the specific work proposed around membership.
- The meat pies were a big expense at the kid's event so it was decided to review the budget before the event and potentially drop the pies. Anecdotally, the kids prefer a small package of jet planes and other Kiwi lollies in any case.

b. IRS and CA Tax Filings

- Roger confirmed that:
 - Kiwis in LA Federal tax return needs to be filed by mid-May (\$50)
 - Kiwis in LA does not need to file with California as we are not a corporation
 - He will complete the 2018 accounts before the next Annual General Meeting

4. Operations

a. Online Storage of Kiwis in LA Documents

- Vicki proposed we create live shared documents through Google docs for each event and other important information for the organization. The event documents would include steps in organizing the event, timelines, key contacts and budget. Anne and Sharon mentioned that the template for the Summer Picnic had been helpful. Keith to complete event templates for the Christmas Party and Art Show, and Vicki to do a template for the Kids Day.
- Other documents including information about Kiwis in LA would include sponsor contacts, membership details, budget, requirements of 501(c)4, and so on. This would mean that it would be easier to communicate with event organizing



teams, and future board members. Each board member will receive login details and the site will be secure. This was unanimously agreed, and Vicki also brief anyone not familiar with the online document process.

b. Newsletter, Facebook, Twitter

- Keith updated the board about current promotional activity, including the newsletter, Facebook and Twitter. He noted that Celeste had suggested it would be advisable for Kiwis in LA to appoint another admin for social media apart from Keith, so that access could be ensured no matter the circumstance.

5. Membership

- There are currently 87 paid member accounts. There is an opportunity to increase the number of memberships by improving and promoting the benefits of membership.
- The board discussed how Kiwis in LA could add value to the annual membership, with benefits like discounts on goods and services, cheaper entry to Kiwis in LA events, extra raffle tickets at the Christmas Party. Vicki shared some information about membership drives information that she had previously put together.
- Keith noted that Air New Zealand discounts available to paid-Kiwis in LA members had been promoted in recent newsletters, offering an extra incentive to become a paid member. NZ Wine Navigator was also keen to offer discounts.
- It was also suggested the payment plans could be set up to pay membership over time.
- A sub-committee of Emma, Hillary, Keith, Vicki was established to prepare a plan to increase membership.

6. Sponsorships

- Current sponsors of Kiwis in LA include Air New Zealand, Mainfreight USA, New Zealand Consulate-General in Los Angeles, Rodd & Gunn, and Munchkin.
- Keith will continue to be responsible for seeking and managing sponsorships given that he currently holds most of the relationships. Keith to approach Munchkin as a sponsor for the annual kid's day.



7. 2019 Events Plan

a. Confirmed and Possible Events, and Responsibilities

Keith thanked the board for all stepping up to the plate and supporting some great events. He requested we take our learnings from last year and apply them this year for even more successful 2019.

2019 Kiwis in LA Waitangi Day Brekkie	Keith
2019 Kiwis in LA Trivia Night	Patrick, Sharon, Anne
2019 Kiwis in LA Summer Picnic	Sharon, Anne
2019 Kiwis in LA Kids Maori Arts and Crafts Day	Vicki
2019 Air New Zealand Kiwis in LA Art Show and Wine Tasting	Keith and Steve
2019 Kiwis in LA Christmas Party	Emma and Hillary
Pub Nights	Patrick
Business Networking in conjunction with Xavier	TBC

- Keith confirmed that is was looking hopeful that we would be able to once again hold the art show at Santa Monica Art Studios, despite the venue now being under new management. After requesting a booking with old management for October 12, the new managers, 18th Street Arts Center, had advised that a date of October 5 might be possible.
- A date of December 7 had been requested with the Consulate to hold the Kiwis in LA Christmas Party at the Residence, with November 30 as a backup date.

8. New Business

- No new business

9. Meeting Adjourned.