

National Association of Hispanic Journalists

Board of Directors Meeting

Saturday, April 15, 2023

9 a.m. PST to 10 a.m. PST

11:15 a.m. CST to Noon CST

Noon EST to 1 p.m. EST

Present: Yvette Cabrera, Arelis Hernandez, Mc Nelly Torres, Blanca Rios, Adriana Chavira, Dunia Elvir, Luis Joel Méndez González, David Cordero Mercado, Melissa Macaya, Ninette Sosa,

Not present: Julio Cesar Chavez, Marilyn Garateix, Elwyn Lopez, Valerie Mia Juarez, Johnny Cordoba, Cristy Fajardo, Brenda Elizondo

Guests: David Peña, Nora Lopez, JC Olivera, Ivan Briones, Pepe Xicohtencatl

I. Call to Order

- A. Meeting was called to order at 12:08 p.m. EASTERN

II. Welcome

- A. National NAHJ president Yvette Cabrera began the meeting with a brief overview of the past quarter. She thanked the NAHJ staff for their work on the student summits held in February in New York and Los Angeles. She remarked on the great reaction from students who were able to connect with journalists they admire.
- B. Yvette thanked the Washington D.C. chapter and their president Brandon Benavides, who worked with Yaneth Guillen to put together a press briefing with the White House as well as meeting with Javier Becerra. Yvette said the goal now is to make sure the White House gives the same access to journalists in local and regional areas.
- C. Lastly, Yvette said the Rapid Response Team has been busy issuing statements and working with our members when developments have occurred impacting journalists across the country. One example was NAHJ expressing concern over the disbanding of the Spanish-language newspaper Al Día at the Dallas Morning news. The effort was led by Arelis Hernandez. Beyond a statement, it included conversations with the Dallas Morning News and affected staffers.

III. Minutes Approval

- A. VP of Print Arelis Hernandez moved to approve the minutes from both. VP of Online Mc Nelly Torres seconded. Motion Passed.

IV. Regional Director Vote

- A. Region 6 Director Valeria Mia Juarez moved out of her region. Yvette announced the request to replace her with Diana Gutierrez, an anchor/reporter with WISN in Milwaukee, Wisconsin.
- B. Blanca Rios moved to appoint Diana Gutierrez as Region 6 Director. Arelis seconded. Motion passed via roll call.
- C. Elwyn Lopez is stepping down as Region 4 Director. Damià Bonmat, correspondent for Telemundo in Florida, has stepped up. Mc Nelly moved to appoint Damià Bonmat. Arelis seconded. The motion passed via roll call.

V. American University

- A. Region 5 Director Melissa Macaya discussed the reinstatement of the chapter at American University in Washington D.C. Melissa said the reinstatement process has been led by Daniela Jimenez, a student leader on campus. The chapter became inactive during the pandemic.
- B. Melissa moved to approve American University as a student chapter. Luis Joel seconded. Motion passed with a voice vote.

VI. Association Update by David ***FULL REPORT IS ATTACHED**

- A. Executive Director David Pena announced that we have an intern conducting a research project for NAHJ. The intern is looking at journalism programs in the country and how many Latinos are graduating. Hopefully we will have that report published before the convention. The goal is to utilize it for the NAHJ strategic plan.
- B. David formally introduced NAHJ's new public relations firm, Tapiz Media Group. It includes Pepe Xicohtencatl, JC Olivera and Iván Briones, NAHJ's new Director of Communication.
- C. **Membership/Grants**-There are now 3,594 NAHJ members to date. 25 professional chapters and 26 student chapters.
- D. The organization has raised \$1,000,244 in grants which is an increase from previous years.
- E. David announced we are also gaining a lot of support for hardship assistance scholarships. GM increased support to \$20K. Tegna, Fox Corp. and other private citizens and members are supporting as well. That includes \$500 flight reimbursements.
- F. **Convention** -Attendance goal was 1000 attendees. As of April 1, we have 622 registered. 52 companies will be attending our convention and expo. Total revenue for sponsorship \$825,900. We have sold out on booths and the expo.

- G. Budget Adjustment** -David said there's trepidation by sponsors because of the economy and layoffs. In light of that, David asked the board to make a \$455k adjustment. Adjust expected \$1.987 million to \$1.53302. Yvette commented that a lot of this is out of our control. This is a more realistic expectation for the revenue. Academic Officer, Adriana Chavira, also noted that some professors are not allowed to attend the convention because it is in Florida. Texas
- H. Vote** -Mc Nelly motioned to approve the above budget adjustment. Arelis seconded the motion. Motion passed by roll call vote.

VII. Resolutions/Endowments/Board Travel Agency

- A.** Board has reviewed documents for three resolutions, including designating UBS as our investment firm, resignation of Sara Beck of Green Walts as our CPA firm and establishing Wells Fargo as our financial institution.
- B. Vote**-Mc Nelly moves to approve the first two resolutions. Luis Joel seconded. The motion passed by roll call.
- C.** Marilyn could not be present but David shared that NAHJ has \$1,982,690.37 in the bank. Of that money \$1,000,244 is restricted. And \$1.1 million is in the endowment.
- D. Diversity Travel**- This coming week, we will be signing a contract with a travel agency so that board members can book flights directly with the agency through the credit card on file. Only challenge will be high summer flight prices. Board members tabled pushing up the limit from \$500 to \$600.

VIII. Strategic plan report by Melisa Macaya

- A.** See attached report

IX. LGBTQ Advisory Committee Update

- A.** General Member at Large, Luis Joel Mendez Gonzalez provided an update on the LGBTQ advisory committee which he co-chairs with Region 1 Director David Cordero Mercado. Luis Joel said the committee has established three goals. They include Spanish-language panels for members and students, an LGBTQ Spanish-language style manual, and a program on sensitivity.

X. Convention Committee Update

- A.** Mc Nelly provided a convention committee update, which she chairs.
- B.** Mc Nelly announced the committee received 100 panel and workshop idea submissions. 30 of them are in English and 18 are in Spanish.
- C.** David Cordero Mercado is the co-chair and is overseeing Spanish-language sessions. He says they will include the current situation in Mexico and El Salvador and they will work to continue to broaden our Spanish-language network.

XI. Public Question

- A. Former board member Steve Soliz was on the call and commended the board for their hard work.

XII. Executive Session

- A. Mc Nelly motioned to move to executive session. David seconded. Motion passed and the board entered executive session 1:45 p.m. EASTERN.

XIII. Public Session

- A. Board returned to public session at 2:41 p.m. EASTERN.

XIV. New Business

A. Region 1 Alternate

1. David Cordero introduced Adriana Diaz Tirado as his candidate for alternate Region 1 director. Adriana works for El Nuevo Dia, has been a member since she was a student. She's been an active member of NAHJ who is already working hand in hand with David.
2. David moved to approve Adriana Diaz Tirado as alternate Region 1 director. Mc Nelly seconded. Motion passed as voice vote.

XV. Regional directors submitted updates.

- A. See attached reports

XVI. Update on Election Dates

- A. A call for nominations will go out on Monday, May 8. Date of record to verify members in good standing will be May 15. Vetting period will last from June 3-10. Nora, JC, Jamie and Mc Nelly will be doing the vetting.
- B. Saturday, June 10 is the date to qualify for the ballot.
- C. Announce candidates by June 13 - June 30.
- D. Election begins on July 1 and ends July 15.

XVII. Announcements

- A. Next meeting is July 12th at the conference in Miami. Committee chairs should have both written and verbal updates ready.

The meeting was Adjourned 2:52 p.m. EASTERN.

