

**National Association of Hispanic Journalists
Board of Directors Meeting
Virtual Meeting Via Zoom
Saturday, February 10, 2024
12:30 p.m. PST/2:30 Central/3:30 p.m. EST**

Present: Yvette Cabrera, Julio Cesar Chavez, Geraldine Cols Azocar, Blanca Rios, Luis Joel Mendez Gonzalez, Melissa Macaya , Samantha Rivera Nancy Preyor-Johnson Diana Gutierrez

Not present: Adriana Chavira, Dunia Elvir, David Cordero Mercado, Johnny Cordoba, Cristy Fajardo, Arelis Hernandez

Guests: Ivan Briones, Leslie Ann Frank, Nancy San Martin, Jaime Cardenas, Isabelle DiGigilio

I. Call to Order

A. President Yvette Cabrera called the meeting to order at 2:33 p.m Central.

II. Roll Call

A. Secretary Blanca Rios conducted a roll call.

III. Welcome

A. Yvette welcomed everyone to the meeting.

B. She announced Region 2 Director Sarah Betancourt and Vice President of Online Mc Nelly Torres have both stepped down from their positions. She thanked them both for their dedication and time given to NAHJ. Yvette said the board would be voting on the appointment of Vice President of Online. Resumes are now being accepted for Region 2 Director.

C. Yvette gave a quick update on the Latina Leadership Program. The first cohort was at Columbia University in New York in January. She thanked Natalia Algarin for her leadership and hard work in making it a reality. She also thanked Secretary Blanca Rios for her role as committee chair as well as ex-officio Nora Lopez as program chair and the entire advisory board.

IV. Approval of Minutes

A. Blanca Rios moved to approve the Dec. 9, 2023 board meeting minutes.

Nancy Preyor-Johnson seconded the motion. Vice President of Broadcast Julio-Cesar abstained. The motion passed unanimously.

V. Organizational Update

- A.** Yvette presented on behalf of Executive Director Yaneth Guillen-Diaz who was not present due to personal reasons.
- B.** NAHJ has raised \$692,500 of our \$1.8 million dollar 40th anniversary goal.
- C.** Membership is just over 3,600 members.
- D.** There are five training webinars scheduled from January through May.
- E.** Yvette announced NAHJ is looking for a Development Director. NAHJ Director of Communications Ivan Briones says 35 people have applied so far.

VI. Budget Update

- A.** Financial Officer Geraldine Cols Azocar said NAHJ ended the year with a negative balance of \$-230,499. That's a -27.32% difference from the budgeted \$3,146,270.
- B.** 2023 Convention profited \$505,447
- C.** Balance is \$3,260,100
- D.** 2024 budget is \$2,629,438 which is more conservative than 2023
- E.** Looking ahead, Geraldine wants to re-establish a mid-year review of the budget as well as a review of investment accounts and banking accounts.
- F.** Yvette noted there will be an additional board meeting on May 4 to look at the finances and mid-year review.
- G.** Ivan also compared this year's convention revenue to last year which was \$692,500 to \$60,000 (what was made in Feb. 2023) respectively.
- H.** Geraldine also thanked ABC for taking on the role of lead convention sponsor. She also thanked NBC for returning as presenting sponsor.

VII. Appointment of Vice President/Digital

- A.** Yvette said three people expressed interest in the position.
- B.** Yvette said the executive board recommended to appoint Jaime Cardenas to finish serving the term of Vice President of Digital. He's had experience of serving and leading, he's a longtime NAHJ member and aside from his focus and emphasis in digital and audience engagement Yvette noted Jaime has gone through the ups and downs of the industry which includes being laid off from the LA Times. But he's slowly moved up the leadership ladder into an executive possession. He's Big on sharing the tools that are needed, especially right now. Jaime grew up in Tijuana, is fully bilingual and is now based in Tennessee

- C. Julio Cesar moved to appoint Jaime Cardenas as vice president of digital to the NAHJ national board for the remainder of this term. Blanca seconded. The motion passed unanimously through a roll call vote.

VIII. 40th Anniversary Planning

- A. Yvette said she's tapped a group of our former presidents as an advisory group for the 40th anniversary.
- B. Former Vice President of Print Nancy San Martin is leading that group.
- C. Nancy said she's working closely with Ricardo Sandoval of Palabra and has recruited others to help with the editing process.
- D. They're hoping to create a digital commemorative booklet as opposed to a hard copy.
- E. Virtual booth so members can contribute memories or video snippets.
- F. Group wants to create a two-page flier at the convention that would feature Q&As, narrative, memory booth and web link
- G. Yvette noted that a second group is working on the NAHJ archive.

IX. NAHJ Chapter and National Leadership Communication System

- A. Julio presented a powerpoint presentation of a pilot communication system.
- B. It's the result of chapter leaders requesting more direct access and collaboration from the national board.
- C. It also provides pathways needed to develop leaders who will run for the national board.
- D. Julio Cesar laid out the structure of the plan that will be implemented through Slack.
- E. The program is just a test. The outcome will also depend on additional funding.

X. Public Questions & Comments

- A. None

XI. Regional Director Updates

- A. Region 3 Director Melissa Macaya shared the D.C. chapter's upcoming job fair on Apr. 6. The chapter is also working on holding another White House press briefing.
- B. Region 6 Director Diana Gutierrez noted that some of the Wisconsin and Chicago members are worried about the convention being so close to the RNC in Milwaukee. They fear they won't be able to attend our convention. Yvette said

the board would help with promoting a local mixer on Sunday before the RNC in Milwaukee.

XII. New Business

- A. Next Board meeting date is March 23, 2024 at 12:30 p.m. PST/2:30 p.m. Central/3:30 p.m. EST via Zoom
- B. General Member-at-Large Luis Joel Méndez González announced the LGBTQ committee is wrapping up a five-part essay series for Palabra and GLADD.

XIII. Adjournment

- A. Meeting was adjourned at 4:53 p.m. Eastern
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