

**National Association of Hispanic Journalists  
Board of Directors Meeting  
Virtual Meeting Via Zoom  
Saturday September 7, 2024  
12:13am PST/12pm EST**

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**PRESENT:** Dunia Elvir, Julio-Cesar Chavez, Jaime Cardenas, Nancy Martinez Preyor-Johnson, Andres Martinez, Jackie Padilla, Pedro PJ Cabrera, Melissa Macaya, Ninette Sosa (alternate), Johnny Cordoba, Samantha Rivera, Cristy Fajardo, David Cordero Mercado (joined at 11:10 a.m. PST)

**NOT PRESENT:**

Kiara Alfonseca, Diana Gutierrez

**GUESTS:**

Yvette Cabrera, Ivan Briones, Yaneth Guillen, Genesis Samayoa-Hidalgo, Diana Maltez, Jose Cancela, Juan Diasgranadados, Nicole Roesler Iniguez, Wesley Perez Vidal, Diane Schnell

CALL TO ORDER PRESIDENT DUNIA ELVIR

-President Dunia Elvir called the meeting to order at 9:06 am PST/ 12:06 pm EST

**ROLL CALL**

-Secretary Jackie Padilla conducted roll call

**WELCOME**

Dunia welcomed everyone for joining and noted the extra effort for attending during the weekend. Approval of minutes and any items requiring a vote are on pause until there is a quorum.

**Association Update - Yaneth Guillen**

Yaneth Guillen gave a brief rundown of data from the 2024 NAHJ conference:

Los Angeles 2024 Conference overview:

Over 500,000 in registration

Booth revenue: approx \$250,000

Sponsorships revenue: approx \$1.3M

Nearly \$2M in total gross revenue.

Yaneth noted that there was still one invoice to pay and thanked all of members who supported our fundraising campaign. Yaneth added that some of the funds will support some of our members who have been laid off this year.

As you may also recall, we also started to build relationships with community partners who also supported NAHJ Conference this year.”

Yaneth closed with a look forward to the 2025 conference in Chicago, adding that proposals have already been sent for 2026-2028.

She also mentioned the NAHJ membership stands at almost 3,700 and our goal remains 4,000. A new strategy to recruit new members includes a membership for high school students and retirees.

## **Approval of Minutes - for July 21, 2024 board meeting**

### **A quorum was initiated at 12:17pm EST**

Jackie Padilla moved to motion the approval of the minutes from July 21, 2024.

Yvette flagged to remove personal emails of board members initially listed in the minutes.

Jackie confirmed they are deleted.

Nancy seconded the motion to approve the minutes from the last meeting, confirming the removal of personal emails.

No abstains or opposing votes. The motion passed.

## **New Bank Account & Adelante Academy Approval-** Financial Officer Andrés H. Martínez

Andres Martinez emphasized the need for members to join the NAHJ finance committee. In regards to the Adelante Academy, the budget stands at \$125,000. So far \$100,000 is covered with two grants, leaving an outstanding \$25,000.

Andres: Moved to vote to approve the Adelante Academy budget for 2025.

Melissa Macaya: Seconded.

No abstains or opposing the motion passed.

### **Fundraising update** - Director of Development Diana Maltez

Diana Maltez emphasized Hispanic Heritage Month efforts and the importance of encouraging sponsors to advocate for us and collaborate.

Diana launched:

- A partnership with the NY Yankees and the New York chapter.
- A national partnership with the Department of Health.
- Corporate membership.
- More potential partnerships (in the works).
- 40th anniversary gift box fundraiser.

-Jaime Cardenas asked a question regarding corporate membership: questioned: Is it an increase of what's currently being offered – or does it include an option for companies to gift memberships to their staff?

Diana- It can be media companies and non-media companies. There will be memberships included and packages offering access to programs, job highlights, webinars, and other additions to illustrate how NAHJ is a support system/advisor.

### **Open Board Positions Approval** - President Dunia Elvir

Dunia highlighted the four open positions but today we will approve three.

EB had a recommendation for 3 fillings – the candidate for the fourth was ultimately not eligible. In total we received 15 applications but some were not eligible because they are not in journalism or no longer work as a journalist but were encouraged to join task forces.

To be considered:

Student rep: Nicole Roesler Iniguez- Chicago based.

Spanish at large: Jose Cancela, Telemundo President

For transparency, Dunia noted that she is directly connected with Jose and wanted to flag he oversees her management.

General at large: Genesis Samayoa Hidalgo - Los Angeles based

Dunia made the motion to appoint Nicole Roesler

Melissa Macaya seconded the motion.

No abstains or opposing– the motion passed.

Dunia asked for a motion to appoint Jose Cancela to Spanish at large

Nancy Preyor-Johnson made the motion.

Jaime Cardenas seconded the motion.

No abstains or opposing.

The motion passed.

Dunia asked for a motion to appoint Genesis Samayoa Hidalgo -At Large Officer

Jaime Cardenas made the motion.

Andres Martinez seconded.

No abstains or opposing.

The motion passed.

**Committee & Task Force approval - President Dunia Elvir**

Dunia explained that a list of committees/task forces was provided to the board of directors for review and for anyone who was interested in joining a committee.

Pedro Cabrera encouraged anyone in the education/academic realm to reach out to him to assist in a student-focused committee. There are two major conventions focused on academics – first in the fall in Philadelphia giving NAHJ an opportunity to highlight its presence.

Jaime asked for the link listing task forces and committees to be sent again for new members.

Jackie resent the document.

Andres asked if new members can be added after this approval

Dunia clarified that yes, new members can be added. This significance of this vote is confirming the list of current task forces and committees as is and for members to move forward to recruit new members. And there is room to create more committees throughout the year.

Dunia asked for a motion for approval of committees and task forces.  
Jaime moved for a motion to approve the list of committees and task forces.  
Andres seconded the motion.

Dunia asked for ayes.  
There were no opposing or abstains.  
The motion passed.

## **Public Questions & Comments**

Diane Schnell: The Louisiana chapter approval was postponed and asked for reiteration of what is pending.

Dunia said after a review from Julio Cesar Chavez, there were people who don't qualify. Also, four more signatures are needed for membership.

Diane said they are moving forward and appreciate the assistance.

Dunia noted that there have been 10 signatures collected for this effort, but after review by the executive board, four signatures don't qualify for eligibility.

Diane acknowledged the need for new signatures.

**New business: Board training and Retreat**

Dunia said it is necessary for board and new board members to receive training during a retreat for official NAHJ duties.

Yvette said in the past, the retreats have spanned two days but the training could be condensed to one day (minimum).

Dunia said the executive board will work with Yaneth to find resources and trainers. She will be in touch about an update for date/time options.

Yvette said in the past, training aligned with the budget approval process.

**Excelencia Awards:** President Dunia Elvir

Dunia invited Yaneth to speak more about this.

Yaneth explained that the event will focus on raising money for students and next gen journalists (fellowships, internships, scholarships) with formal fundraising events, while also honoring outstanding work in our communities.

It will be held on Dec. 7 at the Loews hotel with a pre-reception and a ceremony. It remains in LA to keep the momentum going and will be partnered with CCNMA. A website and branding are in the works and nominations are free.

There will be 5 leadership awards:

- A national Latina journalist
- Student of the Year
- Ñ Legacy Award
- Corporate Diversity Award
- Volunteer Community Award

Dunia said the event is a great way to strengthen NAHJ's legacy and uplift the next generation. Melissa Macaya echoed her sentiments.

Jose asked if we build a board meeting around an event like this in person.

Jaime suggested that this would be a good opportunity to combine a training and board meeting.

Next board meeting date: December 14, 2024 at 9 a.m. PST/ 12pm EST

## **Adjournment**

The meeting was adjourned at 1:34 EST