National Association of Hispanic Journalists
Board of Directors Meeting
Tuesday July 21st, 2026
9:00 a.m. CT In Person
St. Charles - 41st - Floor New Orleans Marriott

I. **Call to Order 9:19**

II. President, Dunia Elvir

- Present: Dunia Elvir, Carlos Rodriguez, Julio-Cesar Chavez, Nancy Preyor-Johnson, Jaime Cardenas, P.J. Cabrera, Genesis Samayoa, Harvey Cabassa, Kim Haas, Karina Cuevas, Jessica Elizarraras, Blanca Rios, Cristy Fajardo-via zoom , Jackie Padilla , Samantha Rivera
- Not Present:, José Cancela, Robert Niño, Nicole Roesler
- Guests: Yaneth Guillen, Gilbert Bailon

III. **Roll Call**
Secretary, Jackie Padilla

IV. **Welcome -** President, Dunia Elvir
Dunia thanked the board for attending the meeting, all their hard work, and helping create such a wonderful conference. She said it truly took all of us working together, adding that she's so grateful for each and every one of us.

V. **Minutes approval** Secretary, Jackie Padilla
Julio Cesar Chavez made a motion to approve the June 2026 minutes
Nancy Preyor-Johnson seconded the motion
Abstained are those who were not present on June 6: Jackie Padilla, José Cancela, Samantha Rivera, Robert Niño, Nicole Roesler

With no opposition—Minutes approved

VI. **Conference** - Executive Director, Yaneth Guillen-Diaz
Yaneth thanked everyone from the board and staff for their contributions to this year's conference. She noted that registration numbers, so far, are lower than projected but that a variety of budget cuts were implemented to remain close to our financial goals. Those cuts included: AV/food/bev./hotel branding, etc. For sponsorship revenue, we accrued an estimated $1,112,810. For exhibitor revenue we accrued an estimated $164,500. For registration revenue we've accrued, so far, an estimated $206k.

Jaime asked for clarification about why registration numbers could be down. Yaneth explained that across the board, all affinity groups seem to be experiencing a similar trend and the numbers continue to fluctuate as we approach the official first day of the conference.

Yaneth highlighted the student and mentorship programming this year.
Yaneth credited Dunia's connections to NOLA for creating new relationships with the Saints and Pelicans, and organizing our first-ever second line parade.

"It will be another great conference. The programming is fabulous," Yaneth said. "There are job opportunities…I have no concerns about the conference."

Financial Report - Financial Officer, Carlos Rodriguez

Reminded the board that surplus from last year went into investment funds. The balance is positive and we have a "healthy financial profile."
He went over the balances of our accounts in current standing. This year he said we are projected to have a 6% gain, which is significant in an overall market that hasn't been strong.

Carlos also went over the chapter revenue and costs so far for the year, as well as scholarship budgets. In regards to scholarships, Carlos said we have room for an increase and for the board to consider a floor to never go below in this budget and maintain a consistent flow of offerings annually.

Dunia added that it is crucial for regional directors to directly work with their chapters to ensure that income is being made, rather than solely focusing on mixers that don't come with any profit.

Kim Haas asked if there are revenue goals for chapters. Yaneth explained that chapter money is restricted and allocated directly to chapters but it's important to ensure that their flow of raising and spending is consistent.

Carlos suggested that another great strategy could be to discuss national matching chapter scholarships given.

VII. NAHJ's Comms Dept Report: Deputy Director**,** Gilbert Bailon (30 min)

Gilbert spoke about our engagement levels being significant on social platforms and email reflected open-rates. He explained that there needs to be a better CMS system to monitor analytics more efficiently on our main site and palabra.

-At 10:32am the board took a 15 minute break

-The meeting resumed at 10:47am

Gilbert Bailon talked about the installation of consistent branding and logos that are now streamlined across the org's platforms.

Jaime Cardenas suggested we pivot to a newsletter platform like Substack.

VIII. Noon- Working Lunch - Board Elections: VP Broadcast**,** Julio César Chávez
-Scheduled lunch was pushed, meeting continued

Fundraising- Jaime Cardenas
The executive board has extended the financial deadline to the end of the calendar year for each regional director to meet their expected goal ($2,500). Yaneth encouraged regional directors to seek donors who can buy a table at the Excelencia Awards.

Board elections:

National elections take place this year. Jess accepted being the elections Chair for this upcoming season, who will select the election committee members.

Jaime made a motion to nominate Jess for the election chair.
Julio seconded the motion.
Everyone in favor, no oppositions.

Motion passes.

Positions open:
President, Sec., Financial Officer, Spanish at large, academic at large, VP (Broadcast, print, digital), Officer at large

Jess Elizarraras made a motion to approve the dates for the election season.

Julio seconded the motion.

No oppositions or abstains

The motion passes.

IX. Regional Summit USC- President, Dunia Elvir

Dunia explained that the event is a regional event intended to be more hyper local. This California based event will be Oct. 24, 2026.
This event is currently in the works with the LA chapter, in which Cristy Fajardo is a key player leading efforts.

X. New Chapter - Minneapolis - Blanca Rios

As NAHJ prepares to Minneapolis for 2027 conference, Blanca Rios highlighted the importance of strengthening our presence there overall.

Blanca Rios made the motion
Jaime seconded

No abstains or oppositions

The chapter has been approved.

XI. palabra - Tamoa Calzadilla (30 minutes)

Tamoa introduced herself to the board. She provided details on palabra's performance for this calendar year so far.

Nancy and Jackie applauded the significant growth on palabra's social platforms and the impressive rate of output from the publication thus far.

Jackie reiterated the need to examine NAHJ and palabras monetization capabilities on online platforms and what is feasible for a nonprofit.

Meeting stopped for lunch at 12:14pm

Meeting back on at 12:57pm

XII. Public Questions & Comments

XIII. New business:

- **A.** Membership Meeting - July 25 @ 10:00 AM **Galerie 1-2**- Dunia Elvir
- **B.** Regional Student Summit Oct 1st - Inter American University Of Puerto Rico
- **C.** Excelencia Award Nov 17th, 2026 in New York
- **D.** Coming Meeting Dates - October 17, 2026 - January 9, 2027 - April 10, 2027- July 10, 2027

XIV. Executive session - Financial & 2027 Conference matters

Dunia at 1:24pm declared an executive session and permitted Yaneth Guillen-Diaz. During this session we selected Karina Cuevas and Julio Cesar Chavez to represent NAHJ as our spoke people for any interviews or media requests related to the 2027 conference. During this meeting Yaneth presented the news about NABJ date changes.

XV. Public Questions & Comments

XVI. Next board meeting date: October 17, 2026 at 9 a.m. PST

XVII. Adjournment

Dunia adjourned the meeting at 2:32pm