



San Diego
International
Sister Cities
Association

February 8, 2020 SanDISCA Retreat Activities See Pages 3-4 for Retreat Discussion Notes

Board Member Retreat Date: Saturday, February 8, 2020

Time: 11:00am - 3:00pm

Place: University of San Diego, Room KIPJ Room D (Usual Place)

Parking: Usual location

Open Discussion: This retreat will be an open discussion with a focus on reviewing SanDISCA's Role and Responsibilities and Strategic Planning for 2020 as it relates to strengthening the 16 Sister City Societies.

Key Question: How can SanDISCA help the 16 Sister City Societies with their Programs, Fundraising, Membership, and Marketing?

Expected Outcome: The final outcome will be a SanDISCA 2020 Strategic Plan, which will incorporate the major ideas generated from the open discussion and answers raised by addressing the key question.

Roll Call To Date:

Yes

Michael McQuary
Ryoko Denouras
Joanne Nguyen
Tim Stiven
Steven Sigafus
Kathleen Roche-Tansey
Penelope Bledsoe
Shahzad Kamyab
Deborah Flores
Yolanda Burgess
Jan Gontang
Wendy Lucas-Meyer
Don Giaquinto
Cynthia Villis
Ren-Yu Tzeng
Giancarlo Taylor (Veg)
Amy Maxman (1pm)

No

Marnyce McKell
Byong Racek
Doug Rider
Dennis-Michael Broussard
Stephen Brown
Connie Goertz
Don Goertz
Rick Ario
Nilay Duygulu

RSVPs Not Yet Recorded

June Shillman
Paul Bardwell
Michael Wall
Ehmee De Guzman
Bill Kwiatowski
Rosanna Salcedo
Ed Danico
Janusz Supernak
Calvin Woo
Beth O'Shea
John Wang

Insurance Info Needed: As in years past, our SanDISCA insurance company needs a copy of your "automobile proof of insurance" card, which you normally carry in your car. Either email a photo of your "automobile proof of insurance card to Doug Rider <drider1733@aol.com> or bring it to the SanDISCA Retreat meeting where we can take a photo of it.

SanDISCA 2019-20 Committees (Updated November 27, 2019)

Governance (Bylaws, Ethics, Risk Management, etc)

Debrah Florez
Don Giaquinto
Ryoko Denouras

Communications (Website, Social Media, Trifold, etc)

Dennis-Michael Broussard
Tim Stiven
Ryoko Denouras
Joanne Nguyen

Program (Friendship Cities, Sister Schools, Soccer, etc)

Dennis-Michael Broussard
Yolanda Burgess
Tim Stiven
Shahrzad Kamyab
Marnyce McKell
Janusz Supernak
Don Giaquinto
Penelope Bledsoe

Membership (Dues, Apportionment, Contact List, etc)

Michael McQuary

Budget/Audit (Needed at the end of each year)

Ryoko Denouras
Joanne Nguyen

Nominations (Needed at the end of each year)

Dennis-Michael Broussard
Ren-Yu Tzeng

Hospitality (Support Board Meetings, Special Events, Dec 9th Party, January Retreat, etc)

Jan Gontang
Cynthia Villis
Marnyce McKell
Don Giaquinto

Notes taken during the SanDISCA Retreat by Dr. Mike (Michael) McQuary

Participants introduced themselves: Name and Society

Agreed on activities: Discussion items are to be open ended, positive, and constructive

Update Insurance forms: Copies of Insurance forms (photo) were given to Ryoko. Some will send to Doug

Update Contact information: Changes were given to Michael

Update SanDISCA Committees: Changes were given to Michael

Cynthia handed out a flier for the Peace Forum, February 22, 2020 (9th Annual), being held at USD

Big SanDISCA Event: Penelope

Could SanDISCA sponsor an International Fair that would become a Signature event

Crown Point Jr Academy Event: Steven and Ryoko

Good partnership with Principal at CPJMA

We want to do something as a group and how do we go forward with a future event?

March is open for a major event

Campinas: Don gave update on behalf of Pablo

Brazil Festival is an opportunity for a SanDISCA event

2nd largest Brazilian Community in USA in San Diego

Currently being held in Mission Bark

Big San Francisco Panama event (Memorial Day Weekend)

Campinas will let SanDISCA know how we can help

Possible locations: Liberty Station, Balboa Park, Mission Beach Parking Lot (Belmont Park)

Past attendance has been 3,000 people

Campinas became a Sister City in 1995

Alcala Events: Penelope

Penelope provided handouts and announced the Annual Cervantes Festival

Cervantes Festival, February 29, 2020, 10am-4pm

Held at House of Public Relations lawn in Balboa Park

50+ students from 5 local schools, 2nd grade - college level will read excerpts from Cervantes' novel

Don Quijote de La Mancha, in Spanish of course, and other languages to highlight the universal

appeal of Don Quijote. An equal number of high school students are responsible for logistics, in

addition to the reading,

Participating schools include Longfellow Spanish Immersion School Students and San Diego High

School students are volunteers and participants (50 students)

Festival is getting bigger and all are invited with many activities for children to learn about Spain,

Paella will be available for purchase and entertainment provided by Spanish music and dance performances.

Friendship Cities: Don

Where are we in having Friendship Cities?

What is the relationship with SanDISCA? How formal/informal?

Don presented the idea to SanDISCA several years ago?

Steven is Chair of the Friendship City Committee

Don suggests the Friendship City effort be less formal than has been proposed by the Committee

Kathleen mentioned that SCI has a simple template for Friendship Cities

Paul mentioned Cuba program that is being put together with Mission Bay High School

Could be a partnership that would grow interest and increase membership

Shahzad suggested that we research the topic and search for SCI models that could be replicated

Other countries and cities (Mongolia) have indicated an interest in forming a "Friendship" connection

Need some structure to prepare us for eventually having Friendship Committee

Yantai: Amy

Reviewed New Year Celebration Event

Virus assistance: Need equipment, masks, non-contact temperature devices

International Relief Team is the contact for securing support for international disasters

Contact: Barry La Forgia, Executive Director, 619-284-7979

Unification of the SanDISCA Board: Don

Team Building

Working together

Issue: Membership form for society and separate form for SanDISCA

Making a unified board:

Structure and Responsibilities

Ownership and value added by joining SanDISCA

How do we improve Communication regarding various Society events?

How do we improve communication between the various societies ?

How do we engage members of each society into a unified SanDISCA organization?

Could we develop a youth group membership option?

Past concern about trust in the SanDISCA organization, how do we move forward?

Concern about size of membership of various Sister Cities, some much smaller than others

Possibility of a joint membership so every Society members can

receive information about what is happening in each group

Concern about number board members being able to attend all event

Question: Can a 501c3 be a member of another 501c3?

Every Sister City has its own personality and specific set of needs

Current issue related to developing next generation of leaders

Consider establishing a Constant Contact (or similar) publication that would enable Societies to contribute to a common newsletter

Consider ways to share membership for developing a common newsletter with events, information

Cynthia is willing to create a Constant Contact

Send Society newsletter to Cynthia for dissemination

Membership and Marketing:

La Canada Flintridge Model (2019 Annual Report PowerPoint)

How do we raise donations?

How do we establish corporate sponsors?

Need to document what SanDISCA is doing

We need to know membership numbers and well presented annual report

SanDISCA needs to better inform the public and business

Need SanDISCA Annual Report which can be sent to elected officials, potential sponsors, etc

Update the SanDISCA website by sending Society updates to Steven-Webmaster

Refer potential members and sponsors to SanDISCA Website

Create an Instagram site

Use SanDISCA website to share photos and descriptions of Society events

Fundraising:

Paul shared how Mission Bay High School is raising money for their Cuba trip

Amy and Yantai are willing to help with Society fundraisers

Arts are a good way to bring people together and raise funding

Ryoko gave an overview of rules and regulations regarding Raffles, Auctions, Drawings, and 501c3 requirements, permits, and end of year tax report (due Oct 1st)

Airlines provide the tickets and Society sells tickets

International airlines are easier to connect with than domestic airlines

Padres Game Event-

Mission Bay High School students are raising funds for SanDISCA event

Crown Point Jr Music Academy Extended Day Activities (Multicultural dance, music, arts, and language acquisition)

Alcala BINGO NIGHT, Sat, March 14, 5-9:00. Balboa Park Hall of Nations.

In addition to BINGO- with some great prizes- food and beverages will be available for purchase.

\$10 gets you entrance and 1 set of BINGO cards. Funds will be used to send students to Spain. Penelope distributed promotional cards for both events. Everyone is invited to attend. Please help Alcalá promote these events.

Tijuana Day Trip: Shahrzad used website to advertise, which worked well in getting the word out

Other:

Storage needed for SanDISCA materials that are currently being kept at Kathleen's house