

KAW EC Meeting Minutes

Meeting start time: 3:10 PM

Meeting end time: 4:55 PM

Attendees: Ojus John (President), George Daniel (Vice President), Jyothish Nair (Secretary), Pradeep Unni (Jt Secretary), Biju Skariah (Treasurer), Neeni George (Ex-Officio), PM Mathew, Viswanathan Changarath, Jacob Thomas, Sreeram Vaidyanath, Ajitha Gopi, Jayashree Iyer (Members), Ashwin Pranam and Angela Goraphy (Youth Members)

President Ojus John presided over the first meeting of the Exective Committee of KAW for the year 2008. The President kicked off the meeting with the first item on the agenda, filling the position of the Joint Secretary.

Elected Jt Secretary, Mr. Santhosh Nair, had submitted his resignation from the post due to personal reasons. According to the bylaw of KAW, the President can appoint a suitable person for the post. Jyothish Nair proposed the name of Pradeep Unni and Ojus John supported the move. After discussion in the Committee, Praddep Unni was appointed as the Jt Secretary.

President Ojus John opened up the discussions asking for comments on any opportunities of improvement for the new committee. Sreeram pointed out that there is ambiguity in certain communications from KAW. The committee discussed this issue and the new Secretary assured that such ambiguities would be eliminated while communicating.

The committee decided to use a Google group or Yahoo group for easier communication between the EC members. Sreeram has assumed the responsibility of creating and maintaining 3 groups as follows:

1. KAW Members group for all KAW paid members for the year 2008
2. KAW EC group for all EC Members
3. KAW Leadership team which consists of President Ojus John and Secretary Jyothish Nair

The Committee then went on to discuss the main agenda item, namely, the goal setting for the year 2008. The following major areas of activity were identified:

1. Sports events
2. Cultural activities
3. Movies
4. Malayalam Class
5. Website
6. Charity
7. Newsletter
8. Media Coverage
9. Public Relations

The Committee also decided to assign an Owner and one or two Co-Owners for each of these major activity areas. The Owner will be the responsible peson for his/her area and will work with other EC

members as needed to carry out his/her responsibilities. All decisions taken must be approved by the KAW Leadership Team.

1. Sports and Games

The EC went over what went good and didn't go well last year. On the balance sheet, the Sports and Games event in 2007 was a loss. The EC members felt it could at least be a break even. Though Soccer, Cricket, Tennis, Cards and Shuttle Badminton had huge turn outs, some other games wasn't accepted well by the public. But the EC has decided to keep the same games as last year. The EC also appointed the following subcommittee to own Sports and Games:

Sports Committee Owner: Jacob Thomas
Co-Owner: Ojus John, George Daniel

This committee will finalize on the sports and games events for this year and will also find sponsors and finalize the dates, venues and event formats. The committee will also need to recollect the ever rolling trophies back. The committee will also look into options for making it at least a break even item on the balance sheet.

2. Movies

Malayalam movie was one of the most successful initiatives of the 2007 EC. The new committee unanimously agreed to continue bringing movies for the Seattle Malayalees.

Owner: Pradeep Unni
Co-owners: Sreeram, Jyothish

The movie committee will try to bring the first movie in April, 2008. It was also decided to keep the suggested donations for the movies at \$8 for KAW members who paid membership for the year 2008 and \$10 for non-members.

3. Cultural Activities

Owner: Ajitha
Co-owner: Jayashree

This subcommittee will work on the cultural activities for the year 2008. Specifically, in addition to the usual events that are organized every year (Picnic, Onam, Stage Show, Christmas/New Year), this committee will look into the possibility of another program. Most EC members felt that there is a gap between March and July when there are no programs organized by the association. The committee discussed certain possibilities:

1. Mother's day celebration
2. A Kerala Day
3. Talent night for kids / youth

The new subcommittee will look into any other options and finalize on an event.

The EC also discussed about the possibility of bringing a stage show. One option that came up was Nadirsha's stage show. P.M. Mathew will look into the feasibility of this and will also find out if there are any other stage shows of interest.

4. Malayalam Class

Owner: Dileep Lukose

Co-owner: Ajitha, Viswanathan

This subcommittee will work on organizing the Malayalam classes for this year. The committee will continue the rewards program for teachers and the same fee structure for students.

5. KAW Website

EC discussed about the making the website more active and publicizing the site more. The following suggestions came up that could improve the website

1. Cooking recipes
2. Advertisements, especially from our community
3. Sections about local sales and coupons in local stores
4. Wanted and Buy/Sell services
5. Travel companion section is already available on the site and has been used by the community. We need to expand this and get more people using this feature

Owner: Sreeram

Co-owner: Jyothish, Ojus

6. Media Coverage

This involves getting enough coverage for KAW events in both local and Malayalam media. Two sub committees have been formed – one focusing on News paper and other written media coverage and the other will target the visual media like Malayalam TV channels.

Visual Media Committee Owner: Viswanathan

Co-owner: Pradeep Unni

Viswanathan pointed out that one reason that we have been unsuccessful getting some of the video coverage in major channels is the low quality of the videos. EC discussed about finding someone who can professionally cover the KAW events. Also under discussion was the possibility of creating VCD/DVD of the KAW events for sale. The new subcommittee will work on these inputs.

Committee for News paper coverage Owner: Jayashree

Co-owner: Jyothish

From now on, this committee will make sure that KAW get sufficient coverage in newspapers.

7. Charity

Historically, the charity activities of KAW have been good. There are two aspects to the charity initiatives of KAW – giving financial support to deserving people and/or organizations in India and contributing to the charitable causes in the local community in Seattle.

For this committee,
Owner of Charity work in India: Pradeep Unni
Owner of charity work in USA: Jayashree
Co-owner: Jyothish

8. Newsletter

KAW used to have monthly newsletters in 2006. After discussions, EC decided to continue doing the newsletter, but all felt a quarterly frequency is more apt.

Owner: Jayashree
Co-owner: Jyothish

9. Public Relations and long term vision

This subcommittee will bring more idea into the long term vision of KAW. Where KAW wants to be in the next 5 – 10 years and what more can the Association do to the betterment of the Malayalee community in the North West and more over, to the larger Malayalee community worldwide. The committee will also work on getting 501 (c) (4) status to KAW. George Daniel has agreed to look into the formalities of getting the 501 (c) (4) status.

Owner: Pradeep Unni
Co-owners: Sreeram, Jyothish

The EC also discussed about Membership. KAW will ask for postal mail preference from members when they sign up. This will help decide who must get postal mails and who prefer email communication which in turn can help us better manage resources and effort we spent in our regular member communication. The EC also decided that youth representatives will be responsible for all postal mailing.

The last topic on the agenda was to decide on the tentative dates and venue for Picnic and Onam celebrations.

There was couple of suggestions for Picnic venue. Lake Sammamish Park, Pine Lake Park and other places we have held our past picnics came up for discussions. The EC couldn't come to a conclusion on the venue. Ojus John has assumed the responsibility of finalizing the venue. Tentative picnic date is July 5th, 2008.

Since we get record turn outs at the Onam celebrations, the past venues may not be sufficient for this. The only viable alternative that came out in the discussions was the Bellevue Community College auditorium. Jayashree and Ojus will look into the availability of this venue. The tentative dates are

September 6th or September 20th depending on the venue availability. September 13th weekend was avoided because it is close to Onam (Thiruvonam on September 11th)

Action Items

The following are the action items and owners. These action items may not include the ongoing activities planned for each subcommittee.

#	Action Item	Owner	Comments	ETAs, if any
1	Finalize Picnic venue and time	Ojus	Ojus and Jayashree to look into park options and finalize. Depending on the availability, we will also finalize the date.	As soon as possible.
2	Find out the availability of BCC auditorium for Onam celebrations	Jayashree	Jayashree will find out the availability of BCC auditorium for Sept 6 th or Sept 20 th . This will enable us to finalize date and venue of Onam celebration.	As soon as possible
3	Find out the availability of later Malayalam Movies and book	Pradeep	The first movie show can be in April. Pradeep will inquire and finalize on the movie.	03/09/08
4	Create movie posters and place banners where appropriate	Sreeram	Once the movie is finalized, we need to get the posters ready and place them at Indian stores.	
5	Finalize on an activity during the April-June timeframe	Ajitha		
6	Create Yahoo groups or Google Groups for communication	Sreeram	Create Yahoo/Google groups for the following 1. KAW paid Members for 2008 2. KAW EC 3. KAW Leadership Team	03/17/08
7	Enquire and report about the procedure to get 501 (c) (3) status	George Daniel		
8	Enquire about possible stage shows	P.M. Mathew		

The meeting was adjourned at 4:55PM

Respectfully Submitted,

Jyothish Nair
(Secretary)