



Asian American Coalition of Chicago

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24th ANNUAL LUNAR NEW YEAR CELEBRATION
1st PLANNING COMMITTEE MEETING
OCTOBER 25, 2006
MINUTES (Corrected Address)

The first Planning Committee Meeting of the Asian American Coalition of Chicago for the 2007 24th Annual Lunar New Year Celebration, was held at the offices of the Chinese American Service League Senior Housing Center, 2108 South Princeton Avenue, Chicago, on Wednesday, October 25, 2006. The meeting called to order at 6:50 p.m. by Leonard Louie, 2007 AACC Chair.

The Chinese American Community is the 2007 host community. The five co-sponsoring host organizations are: Chicago Chinatown Chamber of Commerce, Chinese American Civic Council of Chicago, Chinese American Service League, Inc., Chinese Mutual Aid Association and the Organization of Chinese Americans, Inc., Greater Chicago Chapter.

ATTENDEES

Hon Bannapradist, Thakor S. Basati, M. Bhaskaran, Tim Brenmark, Dr. Tariq Butt, Jelly R. Carandang, C.W. Chan, Rashid Chaudary, Jennifer Chui, Irene Cualoping, Kus Folkers, T.J. Fu, Dr. Nguyen-Trung Hieu, Ronny S. Kular, Sunny Kular, Grace Lai, Denise Lam, Gene Lee, Janny Leung, Daniel Li, Leonard Louie, Randee Luke, Rajinder Singh Mago, John Miller, Roosy Miller, Helen "Tomatoes" Moy, Dr. Evelyn Natividad, Cornelio R. Natividad, John Ng, Jean Ng, Susan Ng-Harroun, Doug Nguyen, Paul Park, Onkar S. Sangha, Mohinderjit Singh Saini, Jay Singh, Woon-Wah Siu, Alvin Sulaiman, Younus Suleman, Martino Tangkar, Guohua (Annie) Wu, Judy Yuen, Bernarda Wong, Esther Wong, Manwei Wong, David Wu, Poxie Xumsai, Lester Yung (*plus two more youth volunteers names TBI.*)

I. OLD BUSINESS – None

II. NEW BUSINESS

A. WELCOME – Leonard M. Louie, 2007 AACC Chair

- This year, the dinner tickets will be \$70 each; seating in table rounds of ten
- Working with hotel on entrees (looking into a vegetarian and a meat/fish option)
- Introduction of Host Committee members: Leonard Louie (Chair – from Chinese American Civic Council, host sponsor); CW Chan (Co-Chair, Programming – from Chicago Chinatown Chamber of Commerce, host sponsor, and Coalition for a Better Chinatown); Susan Ng-Harroun (Co-Chair, Outreach – from Chicago Chinatown Chamber of Commerce, host sponsor); Woon Wah-Siu (Co-Chair, Fundraising – from Organization of Chinese Americans, Inc., host sponsor); Denise Lam (Co-Chair, Treasurer – from Chinese Mutual Aid Association, host sponsor); Esther Wong (Co-Chair, Program Book – from Chinese American Service League, host sponsor); and David Wu (Secretary – from Pui Tak Center). Irene Cualoping was introduced later (Co-Chair, Director of Communications – active with several groups.)

- Introductions with representatives from Chinese American, Filipino American, Indian American, Indonesian American, Korean American, Pakistani American, Thai American, and Vietnamese American communities.
- Leonard Louie will keep in contact with Host Committee members. He indicated that we would like to reduce paperwork distribution at future meetings. To do so, he indicated that most future minutes and general information bulletins would be distributed by e-mail with a limited number of hard copies available at the meeting. He requested all attendees to include their e-mail address on the sign-in sheets.

B. COMMITTEE REPORTS

1. Programming Committee – C.W. Chan

- Committee will be responsible for everything on stage (includes Awards Committee).
- There have been different approaches in the past (performances from different communities or one coordinated production). This year's committee will consider both approaches.

2. OUTREACH – Susan Ng-Harroun

- Responsible for promoting to various entities, including governmental, community, educational, youth, and recruiting volunteers.

3. FINANCE – Denise Lam

- Role is to keep a balanced budget. Welcome your help - people to assist in sending invoices, collecting ticket funds, etc.

4. FUNDRAISING – Woon Wah-Siu

- Focus on Corporate Sponsorships (Annie Wu) and small businesses (ads and dinner tickets). Will need help in targeting small businesses in respective communities.

Sponsorship rates and packages are priced as follows: \$10,000.00 Global Sponsor; \$5,000.00 Pan-Asian Sponsor; \$3,000.00 Community Sponsor and \$1,500.00 Coalition Sponsor.

5. PROGRAM BOOK (Includes Advertising Sales) – Esther Wong

- Would like those who helped in the past to contribute their experience
- Need a lot of assistance in getting ads

Advertisement space reservations in the Souvenir Program Book are available at \$500.00 for a full page (size 8-1/2" x 11") and \$300.00 for a half-page (8-1/2" x 5-1/2"). Non-profit full-page ads (8-1/2" x 11") are available at a discounted rate of \$300.00. Checks, insertion orders, and camera-ready black and white artwork creative for 2007 ads are due no later than **January 17, 2007**. Ads must be funded by that deadline in order to run.

6. COMMUNICATIONS – Irene Cualoping

- Contact Information for AACC
 - i. Mail: P.O. Box is different than the recent Asian American Festival: Please use P.O. Box 166018, Chicago, IL 60616-6018
 - ii. Telephone: (312) 326-5320, which is the phone number for the Chicago Chinatown Chamber of Commerce. CCC's staff will take messages and provide basic information during their normal business hours.
 - iii. New website address: www.aacchicago.org - Please check for frequent updates; site will include forms posting.
- This committee's responsibilities include all aspects of communications for AACC including coordinating its look and message- in print, on-line, on-stage, in the media or in ads - including letterhead, flyers, logo and concept design, forms, signage and banners, media and public relations, celebrity emcees, scripts and website design.

- i. Charity Media Partners: ENERI Communications is again serving as agency of record; lotusinfo.com is providing web design (website team includes John Ng and Tim Brenmark); and Grace Lai is the official artist for "Roar with the Boar 2007/4705." Her work is featured on this year's creative; see official flyer to be also posted on the website.
 - ii. Celebrity emcees – Recommendation is to incorporate all Asian Pacific American on-air talent (several new ones added to the ones from last year) on-stage. This encourages station involvement (attendance, coverage and ticket sales).
- Looking for underwriters for color copying and printing official poster.

7. ADMINISTRATION – Irene Cualoping

- Calendar of Meeting notice, awards nomination forms and the initial press release copies were made available for distribution at the meeting. They will also be available on the website, www.aacchicago.org. Please note important deadline dates on the calendar – December 13, 2006 for Awards nominations, which must also be submitted electronically in order to be considered; January 17 for ad insertion and camera-ready copy (pre-payment required in order to run); and February 12, 2007 for ticket reservations.

Committee sign-up sheets were circulated. Committees are: 1) Administration (Host Committee) Includes Floral and Décor and Security Committees; 2) Communications (Includes Media Committee); 3) Finance (Host Committee); 4) Fundraising; 5) Outreach (Includes Volunteer Committee); 6) Program Book; 7) Programming (Includes Awards Committee) and 8) Tickets. Everyone's help is welcome and people are asked to please participate on at least one or two committees. Irene Cualoping mentioned there were many people not able to be present today that are also willing to help.

- Venue - Leonard Louie and Irene Cualoping have negotiated and finalized the contract with Hyatt O'Hare, the venue.
 - i. Date: March 3, 2007
 - ii. Ticket Sales Goal: at least 1,000 but hoping 1,300 (diagram is set for 130 tables)
 - iii. Room rate: \$149 + tax with a hold on only 10 rooms. Rate expires Feb 12, 2007 - please book early and ask for the Asian American Coalition of Chicago rate. If there is more interest, we can try to request more from hotel; we've been told it is pretty full at that time.
 - iv. Parking: Hyatt Lot (about 450 spaces) is free for our event, but is based on availability (recommend arriving early; we are not the only event there that day). Village of Rosemont's lot and other public adjoining lots are fee-based.
 - v. Rehearsal date at Hyatt: Feb 28, 2007 – walk-through, on-site, dress rehearsal.
 - vi. Diagram of ballroom layout – stage will be longer than last year (similar to the pattern of 2005), but is turned the other way. Tickets are in rounds of ten.
 - vii. Sound system: The Programming Committee, in conjunction with the Administration Committee, will review the possibility of using hotel system versus hiring outside contractors. Roosy Miller suggested last year's sound contractors and will provide contact information.
- Working with Fundraising Committee on presenting sponsors – these would be at levels beginning at \$10,000 and above.

C. COMMENTARY - Wisdom from Past Chairs

- Roosy Miller – (Indonesian American) immediate past chair
 - i. Willing to help with sponsorship – two or three companies already called
 - ii. Donated \$2,700 (surplus and community donations) for earthquake relief

- Rajinder Singh Mago (Sikh American) – Have been publicizing this event on their website
- Rashid Chaudary (Pakistani American) – Honor to take part and see the dinner grow, might consider a bigger hotel in the future
- Dr. Nguyen-Trung Hieu (Vietnamese American) – participated in AACC for past 25 years, community is ready with a chair for 2015 (Doug Nguyen), wisdom includes POPA (“Power of One” and “Power of All”) and KISS (keep it simple and significant).
- Gene Lee (Deputy Chief of Staff, Mayor’s Office) – come far by sharing and supporting, recommends honoring awardees at the beginning of the program, some smaller communities may fear losing money when they are the organizers so other groups need to be understanding and supportive
- Paul Park (Korean American) – AACC festival is important to show strength and unity

D. ADMINISTRATION (Continued)

- Correspondence secretary (David Wu) – distribution of minutes and notices by email with a limited number of hard copies at meetings.
- Security Committee

E. TICKET SALES

- Ticket Plan (Jean Ng, Ticket Committee Chair) – Ticket sales opened tonight.
 - i. 33 tables 4-14, 21-31, 38-48 – reserved for dignitaries
 - ii. Drawing for seating choice will be held at the conclusion of this meeting for those who have purchased and paid for tables

F. OTHER BUSINESS

Younus Suleman proposed a scholarship for one student per community (Program Committee can consider this idea, suggestion was made that each community sponsors the scholarship). T. J. Fu commented that time constraints might take too long for this suggestion to be included for this year since scholarship requirements would need to be determined before nomination forms can be sent out.

III. ADJOURNMENT AND NEXT MEETING DATE

The next meeting is November 15, 2006 at the same place, CASL Senior Housing Center. The meeting adjourned at 8:40 PM.

Respectfully submitted,

David Wu, Secretary

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