



THE COMMONWEALTH OF MASSACHUSETTS

ASIAN AMERICAN COMMISSION

One Ashburton Place Room 810, Boston, MA 02108

COMMISSIONERS

Hung Goon
Eugene A. Hartigan
Debbie Ho
Kija Kim
George King
Kai C. Lau
Grace Lee
Paul W. Lee
Malisa Schuyler
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EXECUTIVE DIRECTOR

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Meeting Agenda

Tuesday, July 12th, 2011
State House Room 511

1. Review of minutes from last meeting
2. Goals and priorities for remainder of 2011 (a list of Administrative & Programmatic goals are attached)
3. Commissioner open positions
4. Any other new business
5. Old Business
6. Next Commission meeting:
Tuesday, August 9th, 2011 at 12:00pm

Upcoming Events

ASPIRE: Asian American Women in Politics
Lisa Wong, Mayor of Fitchburg will be speaking at this event.
July 27, 2011 @ 7-9pm in Cambridge
<http://www.eventbrite.com/event/1741736581>

ATASK's 2011 Silk Road Gala
October 22, 2011
<http://www.atask.org/site/>

Administrative Goal #1 Update the Commissioner Membership

Overview: Most of the Commissioners' three year terms have lapsed. The bylaws state that a Commissioner continues to serve until an appointment is made. The Commissioner will need to work on identifying each Constitutional Officer's staff that handles appointments and meet with them so that we act according to the procedures set by the bylaws.

Expected Results: 1) Having a full Commission allows us to represent Massachusetts more culturally and geographically. 2) Once we know every Commissioner's appointment is up to date, we can then effectively go out to engage the public in our work.

Budget: none

Commissioner involved: Grace Lee, Malisa Schuyler, Karen Tseng

Timeline:

Deadline	Action(s)
June 14, 2011	<ul style="list-style-type: none">• Create a simplified application form.• Find the contact person from each of the Constitutional Officers who works on Commission appointments.
June 30, 2011	Letter of meeting request sent to all Constitutional Officers. Arrange to have the Executive committee members to attend these meetings.
July 31, 2011	Have all current Commissioners fill out the new application to be kept on file and to give updated profile for the website.
August 1, 2011	Begin soliciting new candidates until September 16 th , 2011
January 10, 2012	Annual meeting and election of officers.

Administrative Goal #2 Building our own Website

Overview: Our current website is very limited since it is housed with the Treasury and only their IT staff can make updates to it. A lot of time is wasted between the Commission and IT when multiple emails are exchanged for minor edits. An example of this is the addition of a Commissioner's profile. The process took more than two business days and five emails to get the profile to be shown correctly on the state website.

Examples:

Washington's Commission <http://www.capaa.wa.gov/>

Oregon's Commission <http://www.oregon.gov/OCAPIA/index.shtml>

Maryland's Commission <http://www.asian.maryland.gov/>

Expected Results: 1) The new website will be linked between our state's website to give legitimacy. 2) The option to track our visitors 3) The website allow for future expansion such as including interactive Census data that our state website is not allowed to display.

Budget: \$100 and \$30/year after

Commissioner involvement: identify what is effective with other Commissions' websites.

Timeline: Flexible start date with 40 hours of work.

Administrative Goal #3 Fundraising

Overview: Presently, our only source of income is generated through the annual Unity Dinner. Should we rely solely on the dinner or seek out other options like grant writing, federal grants, and/or work towards state appropriation?

Expected Results: 1) Less reliance on the Unity Dinner so the event can be focused more on outreach and identifying Asian American needs. 2) More capacity to create better programmatic goals.

Budget: none

Commissioner involvement: Create a strategy for the Commission to be qualified for other sources of funding. Assist with the planning of all programmatic goals to open up new funding opportunities.

Timeline: Ongoing

Programmatic Goal #1 Hepatitis B Briefing at the State House

Overview: 1 in 10 Asian Americans are living with chronic hepatitis B, and 1 in 4 will die from liver cancer or liver failure. Most of the State's attention and resources are directed at Hepatitis A and B. Asian Americans are disproportionately affected and states on the West Coast have been campaigning on this for quite some time. There is currently nothing done at the state level on the East Coast. AAC can be the first to align all the organizations to collectively join in on this effort. House Representative Paul Schmid has shown interest in sponsoring this briefing. MAP for Health is a potential partner who will do most of the work while the Commission's role is to get the State Officials to attend.

Expected Results: 1) Get House Representative Paul Schmid involved with the Commission. 2) Be the premier agency to spearhead a collective effort in bringing forth hepatitis B awareness at the state level. 3) Gain credibility through a common health issue and be eligible for grants.

Budget: \$300 food & printouts

Commissioner Involvement: Educate our Commissioners on the issue. Help with finding people with knowledge on hepatitis B. Speak at the event if you have a healthcare background.

Timeline: Flexible except the summer when many state officials are not available.

Programmatic Goal #2 Annual MA Asian American Young Leaders Symposium

Overview: There are over 40,000 nonprofit organizations in Massachusetts. Only a small handful is directed at Asian Americans and less than 24 organizations exist to support young Asian Americans. There have been previous localized events on gathering different groups together but none were able to generate any substantial buzz or coverage. This symposium will be the first statewide initiative to gather these organizations under one roof to share stories, engage in collaborative projects, and to showcase achievements. It will be an annual event with the keynote speaker being one of the Constitutional Officers. Two awards will be given out each year to a significant individual and an organization. An Advisory committee will be created to vet applications; they are to be made up of members from various Asian American organizations like AALAM and NAAAP.

Expected Results: 1) Introduce the State House to young Asian Americans and encourage them to take civic leadership roles. 2) Engage the Representatives and Senators whose districts the attending organizations represent. 3) The awards bridge the gap between highschool students and professionals who are making

Budget: \$800 food & printouts. Space is free at the State House.

Commissioner Involvement: Help run the Advisory committee and identify community members to be a part of it.

Timeline: End of August when students are back in Boston and schools have not yet begun.

Programmatic Goal #3 Supporting Asian American Small Businesses

Overview: In 2009, the Commission debut its Needs Assessment of Asian American Business Owners. The report outlines challenges and suggested remedies but no clear guidelines on how to go about in achieving them. Initiative for a New Economy (INE) is a nonprofit organization funded by several corporations like Liberty Mutual, Blue Cross Blue Shields, The Boston Foundation, United Way, etc. They provide free services to small businesses and work with them to gain access to big contracts with the government and big suppliers like Whole Food. They have difficulty penetrating the Asian American communities and would like to work with us to do so. Soya Food, an Asian American owned business, is a soy food manufacturing company based in Hyde Park and used to work with INE and Douglas Ling was one of the consultant.

Expected Results: 1) Working with INE is a potential high-impact, low-cost approach. They will be doing all the work while the Commission's role is to identify businesses and occasionally check up on them. 2) We are actively taking the next step utilizing the assessment report. 3) We can use this partnership to engage more business owners to take part at future town meetings.

Budget: None

Commissioner Involvement: Help identify Asian American small businesses and make the connection to INE. Think of other services we can connect the small businesses to.

Timeline: Flexible



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Meeting Minutes

Tuesday, June 14th, 2011
State House Room 511

Absent Commissioners are highlighted as shown on the left.

1. Review of minutes from last meeting
2. Goals and priorities for remainder of 2011 (a list of Administrative & Programmatic goals are attached)
 - It will be helpful to send out a request to all Commissioners to volunteer to guide each of these projects.
 - Fundraising should be another administrative goal.
 - In addition to our focus Hep. B, we can form a Health subcommittee to explore other issues affecting Asian Americans.
3. Commissioner open positions
4. Any other new business
5. Old Business
6. Next Commission meeting:
Tuesday, July 12th, 2011 at 12:00pm
7. Guest Speaker: Initiative for a New Economy (INE) by Bruce Haas
 - a. Next Steps for the 2009 Business Owners report
 - b. Providing small businesses access to bigger contracts and other opportunities
 - INE does not work with "Mom & Pop" stores. They focus on small businesses with the capacity to handle large sales and expansions.
 - We will continue to keep INE on our programmatic goals in case we are able to identify small businesses that fit their criteria.