



BOARD OF DIRECTORS

Minutes of the Meeting

Sunday, March 9, 2008

Venue: Amitabha Datta's Residence, Time: 4:30 p.m. – 6:30 p.m.

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Document Revision History

Version	Date	Author	Comment/Revisions
Version1	03/31/08	Amitabha	Sent BOD on 03/31/08 for comments
Final Version	04/07/08	Amitabha	With the inputs from BOD members

1 BACKGROUND AND KICK-OFF DISCUSSIONS

A meeting of the Board of Directors of Pujari was called to order at 4:30 p.m. on Sunday, March 9, 2008 at Amitabha Datta's residence, Fulton County, GA. Amitabha Datta, Chair, presided and a quorum was present. The meeting began in Board session and President joined the meeting at 5:15 p.m.

PRESENT

Board

Gouranga Banik
Paromita Ghosh
Sutapa Das

Kallol Nandi
Samaresh Mukherjee

Prabir Nandi
Sudipto Ghose

Executive Committee

Prabir Bhattacharyya

ABSENT

Sanjib Datta

The following agenda was finalized for the first BOD meeting of 2008, after the review of proposed draft agenda.

Agenda Topics
Pujari New Website
2008 Budget Review
Additional Day of Durga Puja
Inception of new program – "Charity"
President's Update & Feedback to President
Bangamela 2009 – Pujari's participation

2 PUJARI NEW WEBSITE

During discussion, BOD members made the following suggestions related to new website:

- Pujari should have its own photo/video repository thru the subscription of available services like Flickr, Smugmug etc.
- Pujari new website should have Favicon that is used by some browsers to identify a bookmarked Website
- Add Last Event link on the Landing/Home page
- Finalize contents for each page, including Landing/Home page and Mission
- Pujari history to be added
- Content for Pujari yellow pages to be compiled
- Useful Links to be added
- Sitemap to be added
- Preferable to have members only page that may contain minutes of the meetings, BOD roles & responsibilities, and the selection process of President, EC and BOD.

Post meeting follow-up actions:

BOD

- **Amitabha** will revise the contents of landing/home page and the mission statement and will share with BOD for final review. Amitabha will work on contents for other pages.
- **Samaresh** will draft Pujari History and will share with BOD to receive feedback for finalization.
- **Samaresh** will research to provide relevant information, cost and recommendation comparing Flickr, Smugmug, and any other comparative service(s) that can be used for Pujari's Photo/Video repositories.
- **Kallol** will research Google Adward and share with BOD relevant cost and action plan to avail the service for Pujari.
- **Kallol and Amitabha** will further work on the website to incorporate suggested changes by BOD, and will release the beta version for review

3 2008 BUDGET REVIEW

Pujari has significantly strengthened its financial position, and with the continuous efforts of past Executive Committees, Pujari's financial status is steadily moving up on the growth curve. BOD unanimously agreed that Pujari must continue to strengthen its financial positions and the EC must plan yearly expenditures based on their ability of generating revenues.

The overall objectives of this discussion were to 1) understand the proposed 2008 budget, and the impact of inflation, 2) high-level plan for revenue generation, 3) P&L Statement for Saraswati Puja and 4) provide directions to President.

Prabir Bhattacharyya, President, highlighted the impact of inflation on Pujari's overall yearly expenses. He presented/discussed the budget to/with BOD. All the BOD members provided very constructive feedbacks. It was unanimously agreed that the revised income and expense forecast to be sent by the President to BOD.

According to the outcome of the discussion, the following specific recommendations are provided to the President for his follow-up work with EC to finalize and submit 2008 budget for BOD approval:

Durga Puja Expenses

- Considering the inflation, the total cost of Anjali production and printing must be added.
- Increased cost of food must be taken into account, if not yet done, in projecting expenses for food. The cost of goat meat and its preparation to be considered. The cost of Misti must be added. It would be better to include the outsourced service cost for the transportation of food.
- For venue, every year some additional paid services are always taken from others than Sandra. If we plan to continue the same, the corresponding expenses must be added.
- Puja expenses needs to be estimated and projected for each day separately. In the past, some of the expenses (e.g, 13-15 Sarees, Dhuti etc.) for Puja are sponsored and those expenses must be added, if the sponsorship is not yet confirmed.
- The expenses for decorations must be added.
- Miscellaneous expenses must be taken into account (e.g. in 2007 more than \$1000 was spent in SAMS to buy required items).
- Protima transportation cost must be added.

Durga Puja Income

BOD members and President agreed that the key is to generate sufficient revenue thru advertisement, sponsorship, donation, and by sustaining members' contributions. There would be a financial risk for the organization, if enough revenue is not generated to cover all the expenses. Special attention must be given for Durga Puja as historically this event incurs significant expenses, and also helps Pujari to generate large sum of revenue that not only covers the Durga Puja expenses but also covers the past event losses, if any.

- On behalf of BOD, Prabir N informed to President that the 2008 EC may expect \$500 (thru advertisement or sponsorship etc.) from each BOD member in addition to their membership renewal; same as was in 2007. However, for all practical purposes, the 2008 EC should consider the financial contributions made by BOD members during 2007.
- President and 2008 EC must review the attached document (last year's advertisements). This document contains information related to patron's name, type of Ad, amount, and collectors' names. It is important for the President and EC 2008 to understand and validate the possibilities to receive same level of commitments from the collectors and sponsors for calculating the expected income from last year's sponsors.
- Another point to consider by President and EC 2008 is that in the event of revenue short-fall from the past year's sponsors, how the 2008 income can be balanced with the new sponsors' contributions.

P&L Statement for Saraswati Puja

BOD members asked about the timeline to receive the P&L statement for Saraswati Puja. President explained the process of reconciliation, and informed BOD that the P&L statement will be made available latest by the first week of May, 2008.

Post meeting follow-up actions:

EC

- **Prabir Bhattacharyya, President**, will work with EC and will submit the event-based estimated budget to BOD for approval.
- **President** will provide revenue forecast commitment along with the final budget.
- **President** will follow-up with treasurer to submit Saraswati Puja P&L statement to BOD latest by the first week of May, 2008.

4 ADDITIONAL DAY OF DURGA PUJA

Pujari BOD appreciated the energy and enthusiasm of 2008 Pujari President and EC for thinking of an additional day (Friday, 3rd October) of Durga Puja. BOD conceptually agreed with this proposed approach.

However, some of the practical challenges were discussed, and BOD requested President to discuss with EC before providing final recommendation to BOD for approval. It was unanimously agreed that **the plan and budget must be approved by BOD** before President and 2008 EC move forward, which also includes verbal and or written commitment for external artist. Provided below the questions raised during the meeting, and some suggestions from BOD that EC may need to be consider before BOD receives the final recommendation from President:

- **Activities:** What are the activities to take place and how much time to be taken? For example, transportation of Protima, decoration, preparation for Puja, Bodhon, dinner, cultural program etc.

- **Detailed plan (start to finish):** It is necessary to plan the sequence of activities clearly so that the expected timeline can be maintained.
- **Resource requirements:** head-counts for all the activities; logistics, Puja arrangement, Purohit, resources to coordinate with Purohit, arrangement for cultural program, and Prasad and food distributions etc.
- **Member participation:** 100% member participation may not take place. One of BOD members suggested to get a sense of possible participation, which may help estimating food cost and expected income, if cultural program is being planned to bring external artist
- **Cultural program:**
 - ◇ Why not plan only with local talents, including kids' program; this can save expenditure and will easily ensure larger participations
 - ◇ Is it worth bringing external artist? Can we afford the cost?
 - ◇ What will draw more crowd, external artist or participative program by kids? For the reference, the cost sheet showed that we are counting largely on members; only 20 non-members are counted.
- **Finance:** When the cost of Durga Puja will significantly higher than the past due to the current inflation, can we afford the associated costs at this time for an additional day; food, cultural program, additional charges for auditorium, outsourcing charges for sound, and additional Puja expenses etc.?

Post meeting follow-up actions:

EC

- **Prabir Bhattacharyya, President**, needs to address this along with his EC, and will communicate the final proposal to BOD as early as possible for final approval.

5 INCEPTION OF NEW PROGRAM - CHARITY

BOD discussed this item briefly, and it was unanimously agreed that this initiative will enhance Pujari image among community, sponsors, and partners. It was decided that Prabir N will take further initiative on this and BOD will work thru email.

Post meeting follow-up actions:

BOD

- **Prabir Nandi** will write a concept note with a high-level plan, and will share with BOD for feedback and suggestions.

6 PRESIDENT'S UPDATE & FEEDBACK TO PRESIDENT

President provided EC working status report, and shared lessons learned highlighting Saraswati Puja 2008. He reported the expected smooth execution of the activities of Saraswati Puja, as per EC planning, though the time scheduling could have been improved. President also informed BOD about some of the challenges that EC or President was facing. BOD suggested to do better marketing of events that may improve the effective participation of members and non-members. BOD also emphasized on effective team work for planning and execution, and informed President to call for EC and BOD joint meeting that may help achieving better results.

Post meeting follow-up actions:

EC

- **Prabir Bhattacharyya, President**, needs to address this along with his EC, and will communicate the final proposal to BOD as early as possible for final approval.

7 BANGAMELA 2009 – PUJARI'S PARTICIPATION

Pujari BOD has not yet received any official invitation of participation. President informed that some verbal discussion is taken place between him and one of the organizers but no written partnership requests have been sent by the Bangamela organizing committee.

It was unanimously decided by BOD and President that Pujari, as an organization, shall not participate and or be represented by any BOD and EC members. However, during the Bangamela, BOD and EC members can get involved in their personal capacity as long as there is no conflict of organizational interests. For example, sponsorship and fund raising efforts may conflict with Pujari's revenue generation efforts for 2009.

Some BOD members tabled the question of the participation of BOD and EC members' spouses and due to time limitation this specific issue was not adequately discussed and concluded. BOD will further work on this and will communicate to BOD and EC after conclusion.

Post meeting follow-up actions:

BOD will discuss the issues, concerns and challenges thru email to take and communicate the final decision. **Amitabha** will kick-off the process, and will delegate the responsibility to a mix of old and new BOD members.

8 CONCLUSION

Year 2008 first BOD meeting was concluded with a summary of discussions and decisions and vote of thanks.

This represents understanding of the materials contained in the above minutes of the meeting, and agreement to the scope and responsibilities described therein.

Pujari Board of Directors

Date 03/09/2008

Amitabha Datta
Gouranga Banik
Kallol Nandi
Prabir Nandi
Paromita Ghose
Samaresh Mukherjee
Sudipto Ghose
Sutapa Das
Sanjib Datta

Pujari President (2008)

Prabir Bhattacharyya