

TELUGU ASSOCIATION OF NORTH TEXAS



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TANTEX - Estd. 1986

TANTEX GoB Meeting Minutes	TANTEX GoB Meeting – September 2015	Date	09/13/2015
Meeting Chair	Dr. Narasimha Reddy Urimindi, President of TANTEX		
Facilitator	Mahesh Aditya Adibhatla, Secretary of TANTEX	Time	2.00 PM
Location	Aroma Indian Cuisine 3948 Legacy Dr., #112 Plano, TX 75023		
Attendees	1. Ajay Govada	2. Neeraja Padigela (not-present)	
	3. Chinasatyam Veernapu	4. Sharada Singireddy	
	5. Chandrasekhar Kaja (not-present)	6. Subramanyam Jonnalagadda (Excused)	
	7. Jyothi Vanam	8. Venkat Danda	
	9. Krishnaveni Seelam	10. Lakshmi Paleti	
	11. Krishna Reddy Uppalapati	12. Krishna Reddy Koduru	
	13. Mahesh Aditya Adibhatla	14. Vijay Mohan Kakarla	
	15. Dr. Narasimha Reddy Urimindi	16. Shashikanth Kanaparthi (Excused)	
	17. Sunil Devireddy	18. Praveen Billa (not-present)	
	19. Raghu Gajjala (CC)	20. Venu Pavuluri	
	21. Sreelu Mandiga	22. Ajay Reddy	
	23. Sugan Chagarlamudi	24. Srinivas Reddy Gurram (CC)	
	25. Ramakrishna Reddy Rodda	26. Shyama Rumala (CC)	
	27. Srinivas Bavireddy	28. Ramana Putlur (CC)	

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Key Points Discussed

No.	Agenda Items	Meeting Highlights
1.	Previous EC meeting minutes: Review & Approval	Sreelu Mandiga proposed and Sunil Devireddy seconded the August 2 nd GoB meeting minutes.
2.	Membership Update	<ul style="list-style-type: none"> ○ The following Twenty (25) Five life members joined before July 31st, 2015. <ol style="list-style-type: none"> 1) Aravind Kondakindi 2) Deviprasad Mundluru 3) Gurucharan Gompa 4) Kalyan Masupalli 5) Krishna Reddy Mada 6) Neeraja Kamaala 7) Pavan Pamadurthi 8) Raghava Boge 9) Rajesh Chelamala 10) Ram Chintham 11) Ratnakar D. 12) Sai Kota 13) Shailender Bethi 14) Sharath Danda 15) Srinivas Reddy Yerram 16) Subba Rao Kondeddu 17) Sudhakar Reddy M 18) Surendranath reddy 19) Uma Mahesh Rambarki 20) Venkat reddy Pichela 21) Venkatesh Thirumani 22) Venkateswara Rao Kavuri 23) Venkat Prasad Thota 24) Venu Bachu 25) Vishnuvardhan Reddy ○ The membership of twenty five (25) life members was proposed by Membership Chair – Ajay Govada and seconded unanimously by the GoB.

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ఉత్తర టెక్సాస్
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3.	Treasurer Update	<ul style="list-style-type: none">○ Krishnaveni Seelam went through the Swarabhishekam revenue and expenses <p>The total revenue was: \$155,070.87 The total expenses were: \$131,502.56 and The net proceeds being at \$23,568.31</p> <p>The above amounts are pending collection from sponsors and the final settlement for the venue (Allen Events Center).</p>
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4.

Swaraabhishekam Review

Swaraabhishekam Review:

Secretary read a high-level summary of the responses received from the survey published alongside eNews.

- Lack of popular SP Balu gari songs from the list, occasional audio quality issues for the attendees seated in a few sections were some of the key concerns expressed
- Responders commended the effort of TANTEX Team and volunteers for the extraordinary efforts to bring the biggest gathering of Telugu People in the history of the organization

Members of the Governing Board expressed their views about SWARABHISHEKAM. Following is the summary:

What Went Well with SWARABHISHEKAM?

- The efforts made by TANTEX team were magnificent and public felt proud of the execution and commended the team
- Fundraising effort from some of the Governing Board members was commendable. The effort started with President Dr. Narasimha Reddy Urimindi who gave a boost to several new and unconventional event sponsorships. Few members of the Governing Board were inspired and went out of their comfort zone to reach out and contributed their share of fundraising. Special appreciation to Lakshmi Paleti, Venkat Danda, Sreelu Mandiga, Sunil Devireddy, Chinasatyam Veernapu, Vijay Mohan Kakarla for bringing multiple sponsorships. Thanks to the Governing Board members Ajay Reddy, Mahesh Adibhatla, Srinivas Bavireddy, Srinivas Reddy Gurram, Ramana Putlur, Sunil Devireddy, Sreelu Mandiga for their personal sponsorship in support of the event.
- Celebrity banquet hosted in the honor of our sponsors was well received. Raghu Gajjala's relentless effort to deliver quality recognition and appreciation to our sponsors was fulfilled.
- Overall venue management was handled very well by Raghu Gajjala in spite of many unknown challenges faced before, during and after the event.
- Logistics and hospitality task to host, transport, and feed a 40-member demanding crew is not a trivial matter. Sincere appreciation to Sharada Singireddy and her 'Special Events' team for their extraordinary effort.
- Thanks to Food committee lead by Syama 'Amma' Rumalla, Lakshmi Paleti and Raghu Gajjala for coordinating and executing the tasks
- SWARABHISHEKAM program brought a total of sixteen organizations

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- under a single umbrella. This includes all five national Telugu Organizations and several local organizations affiliated to Telugu people
- Close to 4000 Telugu people were brought together under a single roof to cherish a 4-hour Telugu-ONLY concert
 - Program Execution is perfect. Cohesive effort by TANTEX team in spite of unknown challenges uncovered while working with E-TV crew and Allen Event Center staff.
 - Herculean effort by the Production team lead by Krishna Reddy Uppalapati to get the stage ready for the event. 10X20 inch LCD projector added extra beauty to the evening show.
 - Over 70 sponsors were thrilled to see their logo and/name throughout the night in the ribbon display. Thanks to Sunil Devireddy and the Audio Team volunteers for their effort to deliver this unique feature.
 - Flawless marketing effort which included social media (Facebook), TANTEX Radio, Robo calls, Flyers, Personal calling, support from other organizations, and the list goes on. Kudos to the TANTEX team and hundreds of volunteers who spent countless number of hours at local events, grocery stores, community meetings to reach out and connect with prospective attendees.
 - Morale of the team was raised from low at the beginning of the planning to very high by the execution day. Thanks to the President who lead the Event Coordination with support from the members of the Governing Board.
 - TANTEX name was flying high throughout the SWARABHISHEKAM event and the organization penetrated deep into the community.
 - TANTEX goodwill will be further enhanced when the program is broadcasted by ETV in multiple episodes.
 - Vendor booth handling and management was well coordinated by Praveen Billa. As per our expectations we were able to collect most of the vendor booth revenue in advance.
 - Handling close to 4000 tickets with seat numbers is certainly a challenging task. Thanks to Subbu Jonnalagadda and Chinasatyam Veernapu for distributing the tickets sold through online, via phone and in-person. They have to face the disgruntled public often for their choice of seats and yet handled without any issues.
 - Web team lead by Venu Pavuluri provided real time access to various portals which contributed close to \$40,000 revenue in online ticket sales. That includes 50% through TANTEX and the remaining through MyDealsHub (\$16,400), EkNazar (~\$3000), Sulekha, etc.
 - Generating over \$155k revenue for an event is unprecedented and kudos to our Treasurer Team Krishnaveni Seelam for her persistent effort to keep track of account payables, receivables and P&L statements.

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- Finding genuine volunteers has been a challenge for TANTEX events. SWARABHISHEKAM brought countless volunteers together and their effort contributed to the success of this unparalleled event,

WHAT CAN WE DO? LESSONS LEARNED

- Song selection is the key concern expressed by many members of the Governing Board as well as public. Audience expected popular songs from the legend Balu garu, although other singers fulfilled that role to some extent.
- Experienced intermittent audio quality issues from some of the suite attendees.
- TANTEX should not agree to all the demands of the external artists
- See if we can customize the show for Dallas audience.
- Smaller venue would probably bring the cost down and would have improved audio significantly. Even SP Balu garu mentioned that a sports complex would not be ideal for SWARABHISHEKAM-type programs.
- Need to communicate in advance and set the expectations for the attitude of the artists, event center staff for a pleasant experience.
- In future need to see how we could let the broadcast owner pay for some of the expenses as they are getting revenue from the advertisement.

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5.	Upcoming Events	<ul style="list-style-type: none"> Budget has been approved for Deepavali \$25,000.00 and \$10,000.00 for 100 NNTV Sadassu respectively. The tentative dates for Deepavali event will be held on November 14th, 2015 and November 21st, 2015 for 100 NNTV Sadassu. Deepavali program will include a mix of both external artists and local artists (mostly kids). The format will be similar to that of Ugadi Utsavaalu, with a local programming, social hour/dinner break followed by Prime time with external artists.
6.	Open Items (if time permits and with the approval of the Chair)	None
6.	Meeting Adjourn	<ul style="list-style-type: none"> Meeting adjourned at 5.45 PM by President – Dr. Narasimha Reddy Urimindi.

Action Plan

No.	Action Item(s)	Owner	Target Date
1.	None		
2.			