

Dear Potential Board Member,

Thank you for taking an interest in Pacific Arts Movement (Pac Arts). Serving as a board member is an exciting and rewarding experience and we appreciate your consideration of this opportunity.

This packet is designed to educate you about our organization, programs, and staff. It also outlines the roles, responsibilities, and expectations of board members. Please refer to page 11 for details on the process of becoming a board member. New board members are inducted annually in the beginning of the year.

We hope you find this packet helpful in determining your interest in joining our team. Pac Arts is continuously growing and developing as an organization, and we rely on passionate, professional, and dedicated individuals to help us sustain our mission.

Should have any questions along the way, please feel free to contact us. We hope that we will soon welcome you as the newest member of the Pac Arts family!

Sincerely,

Deb Hall  
Board Chair

Kent Lee  
Executive Director

**TABLE OF CONTENTS**

**TABLE OF CONTENTS** ..... 2  
**ABOUT PACIFIC ARTS MOVEMENT** ..... 3  
**PROGRAMS** ..... 4  
**STAFF** ..... 5  
**OUR BOARD** ..... 6  
**BENEFITS OF BOARD SERVICE** ..... 7  
**BOARD RESPONSIBILITIES** ..... 7  
**BOARD JOB DESCRIPTION & COMMITTEES** ..... 8  
**APPLICATION PROCESS** ..... 9



**Transforming lives through cinema**

## ABOUT PACIFIC ARTS MOVEMENT



### **Mission**

We present Pan Asian media arts for San Diego residents and visitors in order to inspire, entertain, and support a more compassionate society.

### **Goals:**

- To present unique, culturally-enriching programs inaccessible to the public
- Engage the public in meaningful discourse and positive social change through quality programs
- Promote artistic excellence, innovation and the independent voice
- Strengthen San Diego as an arts destination.

### **Values**

- INNOVATION/CREATIVITY
- EXCEEDING EXPECTATIONS
- SOCIAL & ARTISTIC LEADERSHIP
- COMMITMENT TO DIVERSITY & INCLUSION
- PLAYFULNESS

### **History:**

Pacific Arts Movement (Pac Arts) is a year-round cultural arts organization that believes in the power of stories.

Pac Arts is best known for its annual San Diego Asian Film Festival, which began as a 3-day event in August 2000, premiering nearly 60 films and videos at the University of San Diego. As the Festival grew each year, the event expanded into its own 501(c)(3) organization in January of 2002 called the San Diego Asian Film Foundation. The organization rebranded itself in 2012 as Pacific Arts Movement.

Over the last decade, the San Diego Asian Film Festival has become the largest showcase of Asian cinema on the West Coast.

In addition to the Festival, Pac Arts offers year-round programs to include a weeklong Spring Showcase, Spotlight Screenings, Membership Film Forums, Outdoor Films, and an award-winning youth educational program called Reel Voices serving a class of high school students each summer as well as Monarch School for homeless youth year-round. Pac Arts is also supported by a devoted membership that includes over 300 members.

## PROGRAMS



### Film Festival

Our most exciting and high profile event of the year, the annual San Diego Asian Film festival (SDAFF) takes place in November at various locations throughout San Diego County, including the Hazard Center UltraStar Cinemas in Mission Valley, UCSD, MOPA and the Natural History Museum in Balboa Park, as well as The Digital Gym in North Park. Premiering more than 150+ films from around the world to an audience of nearly 15,000, the SDAFF works with dozens of community, business, and student groups to co-present a diverse range of films that celebrate the art of storytelling. Along with films, patrons get the chance to meet filmmakers, actors and industry guests to enhance their festival experience. Special events include a star-studded Awards Gala Night.

### Spring Showcase

A smaller, but equally dynamic exhibition in April, the Spring Showcase is a weeklong celebration of Asian films from around the world that thrill, entertain, and move.

### Reel Voices High School Filmmaking Program

As part of our efforts to give youth a voice through the media arts, Reel Voices is an annual program to train local high school students in digital storytelling. One part of the program takes place at Monarch School throughout the school year. We also have an intense summer program during which students learn to appreciate and create documentaries on the topic of identity. These films premiere at the film festival then travel to other film festivals around the world, and are seen by thousands online.

### Spotlight Screenings

To reach new audiences, Pac Arts may present film screenings throughout the year in different areas of San Diego County.

### Community & Outdoor Screenings

Throughout the year, we work with businesses, groups, schools, and community organizations to curate and present meaningful video programs and discussions.

We also take the magic of cinema to the great outdoors. In 2015, this included presenting the first ever Outdoor International Film Series at Balboa Park in honor of its Centennial, serving more than 2,000 attendees. Pac Arts has also supported the production of outdoor screenings at Piazza Carmel, NTC Foundation at Liberty Station, as well as at the Port of San Diego.

## **PACIFIC ARTS MOVEMENT STAFF**

*Pac Arts employs four full-time employees plus several dozen contractors throughout the year. The organization is also sustained by more than 100 volunteers.*

### **Kent Lee – Executive Director**

Kent Lee is the Executive Director of Pacific Arts Movement and has served since August 2016. He brings over 10 years of non-profit management expertise, and previously served as the Director of Development & Marketing at the Boy Scouts of America. A graduate of UCSD, Kent has been involved with Pac Arts since 2010 when he started as a volunteer. Recently, he served on Pac Arts' Board of Directors from 2014-2016, including a short period as the Board Chair. Kent stays engaged in the non-profit community through his engagement on various boards and organizations including the Asian Business Association, UCSD Chancellor's Community Advisory Board, International Deaf Education Advocacy & Leadership (IDEAL), Asian Pacific Islander Advisory Group to the Mayor of San Diego, Mira Mesa Community Planning Group, and the National Board of Alpha Phi Omega, a co-ed community service collegiate Fraternity.

### **Glenn Heath – Managing Director**

Glenn Heath is a lifelong San Diegan with years of experience in organizing film festivals and the media arts field, including working as the Programming Director at San Diego Latino Film Festival and teaching film studies for National University and Platt College. He earned his Bachelor's of Arts in Film Studies from University of California at Santa Barbara and his Master's Degree in Television, Film, and New Media from San Diego State University. Currently, he's also the Film Critic for San Diego CityBeat and has contributed criticism to Little White Lies, RogerEbert.com, Cineaste, Brooklyn Magazine, Slant Magazine, Fandor, and Mubi.

### **Krystal Gapasin – Membership & Engagement Director**

Krystal Gapasin manages Pacific Arts Movement's membership program serving over 300 members annually. A San Diego transplant by way of Los Angeles, Krystal brings years of film and entertainment experience as a film producer, as well as, marketing and special events experience from her time on the staff of East West Players, the premiere Asian American theatre organization and longest running theatre of color in the country. She has previously worked with Visual Communications and the Center for Asian American Media. She received her Bachelor's of Arts in Film and Visual Culture from the University of California, Riverside. She is currently enrolled at the University of San Diego pursuing a certificate in Strategic Online Marketing.

**Sabrina Ruiz – Marketing & Communications Director**

Sabrina Ruiz brings experience in entertainment, social media and communications to the marketing and public relations efforts of Pacific Arts Movement, helping connect audiences to stories and storytellers in the Asian and Asian American community and beyond. A native San Diegan, Sabrina moved several times before re-settling in San Diego—moving up to the Bay Area to pursue a Bachelors in Asian Studies at UC Berkeley and then across the country to New York to work as a part of the Corporate Communications & Media Relations team at HBO, while simultaneously completing her Masters in Corporate Communications & Public Relations at NYU.

**Kathleen Dang – Development Associate**

Kathleen Dang is a native San Diegan, educator, and community volunteer. She majored in Archaeology and Art History at UC San Diego and will have a Masters of Education from National University in 2019. She has been involved with a number of cultural and educational organizations that serve to engage the community in Asian and Asian American focused topics. As an educator, she has instructed thousands of students throughout San Diego County on history, art, and culture.

**KEY PACIFIC ARTS MOVEMENT FESTIVAL TEAM MEMBERS**

**Brian Hu – SDAFF & SDAFF Spring Showcase Artistic Director**

Brian Hu is a film critic, teacher, and scholar. He completed his PhD in Cinema and Media Studies at UCLA and did his dissertation research in Hong Kong under a Fulbright fellowship. He is the author of hundreds of articles on film and the arts and his writing has appeared in edited volumes and journals as well as in the online magazine Asia Pacific Arts, which he co-edited from 2006 to 2011. His book *Worldly Desires: Cosmopolitanism and Cinema in Hong Kong and Taiwan* is forthcoming from Edinburgh University Press. He is currently an adjunct lecturer at the University of San Diego.

## **BOARD OF DIRECTORS - EXECUTIVE COMMITTEE**

- Deborah Hall, Chair – Marketing Professional
- Gary Wong, Vice-Chair – Retired, Union Bank, SVP of Residential Lending
- Kathy Ilacqua, Secretary – E.W. Scripps Company/KGTV, Integrated Account Executive
- Harlen Bayha, Treasurer – Wells Fargo, Regional Marketing Program Manager
- Stephen Chin, Chair Emeritus – Sharp Health Plan, Manager, Accounts Management & Community Relations

## **BOARD OF DIRECTORS - MEMBERS-AT-LARGE**

- Michelle Belgar – Bank of America Merrill Lynch, VP Relationship Manager
- Wendy Gillespie – Frontier Trading, Inc. and Starhawk Productions, President & CEO
- Kevin Kwon – Morrison & Foerster, Associate
- Chris Lee – Qualcomm, Inc., Sr. Marketing Manager/Art Director, Corporate Branding
- Huy Ly – Meijun, President & CEO
- Alka Rao – Independent Special Events Speaker, Diversity Events Organizer
- Jayrell Ringpis – Snoice, Owner
- Teresa Skrepenski – Skrepenski & Associates, Principal
- Leon Wu – Bank of America Merrill Lynch, Market Sales Manager – Preferred Banking

## **BOARD MEETING SCHEDULE**

Board meetings are scheduled once a month about 10 times a year during lunchtime, and typically last 90 minutes. Board Committees meet when necessary.

### **TERMS**

All Board members serve a two-year term and are eligible to serve additional terms.

### **BOARD RESPONSIBILITIES**

1. Support and understand Pac Arts' mission, which should be the basis of all decisions and board-related tasks.
2. Serve on at least one committee or task force during each calendar year.
3. Carefully prepare for, regularly attend majority of meetings (unless excused) and actively participate in board meetings and committee assignments.
4. Be a Pac Arts member at a minimum of the \$500 level.
5. Contribute or solicit additional support to the organization at a value of \$2,000. This support may include, but is not limited to, purchasing a full table at the Annual Awards Gala, soliciting corporate/personal sponsorships, and/or providing in-kind contributions of expertise and skill.
6. Support Pac Arts throughout the year by attending key events, inviting friends/associates, soliciting the support of others, volunteering, and/or providing expertise and guidance in various areas as needed.

### **BOARD MEMBER JOB DESCRIPTION**

- Planning; particularly strategic, visionary long term organizational planning
- Executive support for the organization's Executive Director
- Recruitment and orientation of new board members
- Financial management through fiscal oversight and ensuring effective resource management
- Review the Executive Director's performance on a yearly basis
- Review and protect the organization's mission.
- Serve as ambassadors and spokespersons for the organization to enhance the organization's image
- Navigate challenges – evaluate board effectiveness, strengths and weaknesses
- Ethics- ensures legal and ethical integrity and maintains accountability
- Select the Executive Director, should the position become vacant

## **BOARD COMMITTEES & WORKING GROUPS**

Each board member is strongly encouraged to participate in at least one committee or working group. These committees and working groups are made up of trustees, non-board members, and staff. Committees and working groups change each year depending on the needs of the organization. The following represent some of the current committees and objectives:

### **EXECUTIVE**

The Executive Committee is comprised of the board officers (Chair, Vice Chair, Secretary, Treasurer, Chairman Emeritus) and the Executive Director. The work of the EC includes: policy work, to serve as liaison with the Executive Director, to serve as liaison with the rest of the board, set the board meeting agendas, make recommendations on ED salary and bonus, and handle urgent issues.

### **BOARD AFFAIRS**

The Board Affairs Committee is the initial source for the organization's leadership and ongoing advancement. This committee engages in continuous efforts to assess the organization's needs and recruit and develop board members to fulfill those needs. Though functions of this committee may vary throughout the year, its main purpose is to ensure that Pac Arts' mission is met through sound Board governance and appropriate Board development.

### **PROGRAMS & EVENTS**

The purpose of the Programs & Events Committee is to provide strategic guidance on the year-round calendar of various programs and events at Pacific Arts Movement. They serve to provide program ideas, assist with recruiting additional volunteer support, and/or solicit support from sponsors/attendees. Programs may include: film forums, special screenings/exhibitions, festival kick-off, annual awards gala, and more.

### **MEMBERSHIP**

The purpose of the Membership Committee is to develop and implement an action plan for membership development, with an emphasis on recruitment, retention, and membership upgrades. The Membership Committee is made up of board members, Pac-Arts staff, and general Pac-Arts members. The Membership Committee works in support of the organization's annual budget goals.

### **FINANCIAL STEWARDSHIP**

The purpose of the Financial Stewardship Committee is to provide guidance to Pacific Arts Movement on fiscal matters. The committee will assist with regular financial reviews, annual budget creation, and investment guidance as necessary.

### **STRATEGIC PLAN TASK FORCES**

Pac Arts has developed a 5-year strategic plan to guide the organization's long-term planning. Additional task forces exist for elements of the plan requiring board leadership and participation.

## APPLICATION PROCESS

We prefer anyone interested in joining the board to be a current Member and have attended one of our key events (e.g. Festival or Gala). While we do accept non-solicited applications, we prefer candidates to be nominated by current members of the board. **Applications are accepted July – January 15. New board members are inducted in February and the board's annual planning retreat takes place in March.**

- Step 1:** Prospective board member reviews Board Member Recruitment Packet
- Step 2:** Prospective board member emails resume, list of previous/current boards served and statement explaining interest in joining the board to Kent Lee at [kent@pacarts.org](mailto:kent@pacarts.org)
- Step 3:** Interview is scheduled with Executive Director and/or Board Executive Committee member
- Step 4:** Board Executive Committee makes recommendation to move candidate forward to the nomination process
- Step 5:** Candidate presented to full board for vote
- Step 6:** If approved, candidate is contacted by Executive Director and Board Chair
- Step 7:** Board Member undergoes Orientation Process ... and gets to work!

**QUESTIONS?** Feel free to contact Executive Director Kent Lee directly at [kent@pacarts.org](mailto:kent@pacarts.org) or 619.400.5905.