



**2nd Philippine Association for Digital
Commerce and Decentralized Industries
(PADCDI) Board Meeting
July 6, 2018// 12:00-3:00PM**

Purpose: Reputation and Risk Management Committee
Traditional Financial Institution
Fastrack ICO regulations or Sandboxing Policies
Proper documentation of membership concerns
Proper communication channels
Bloodletting Activity
Membership Process and Membership Concerns
2nd General Membership Assembly
Marketing Committee
Curriculum for TESDA

Outcome: Formed Reputation and Risk Management Committee and Appointed Committee Head
Formed the Traditional Financial Institution Committee
Assigned people to draft letter addressed to Mr. Peter Fabila
Approved proper process of raising concerns
Required Technology Committee to provide committee-specific emails
Invited members to bloodletting activity and labeled as CSR initiative
Required Membership Committee to draft Membership Guidelines
Approved program of the 2nd General Membership Assembly
Ms. Amor Maclang Volunteered to fill up Marketing Committee for now
Assigned Mr. Paul Pajo to prepare curriculum for TESDA budget
Invitation to monthly and international events

Attendees:

BOARD

Mary Lou Magsaysay
Magellan Fetalino
Thomas Laughlin
Jayjay Viray
Mark Vernon
Relly Fajardo

OTHERS PRESENT

Lesley Angeles
Amor Maclang
Bryan Makasiar
Annaliza Laxamana
Diego Ramos
Paul Pajo
Annie Sabater

Call to Order After ascertaining that a quorum was present, the Chairperson, Ms. Mary Lou Magsaysay, called to order the regular board meeting of the Philippine Association of Digital Commerce and Decentralized Industries (PADCDI) at 12:00PM on July 6th 2018 in the Manila Elks Club, 7th Floor Corinthian Plaza, Paseo de Roxas, Makati city.

Agenda item: Form the Reputation and Risk Management Committee

Presenter: Mary Lou Magsaysay

Discussion: There is a motion brought forth by Chairman Mary Lou Magsaysay regarding the creation of a new committee which will be headed by Ms. Amor Maclang. The primary objective of this committee is to provide reputation management services to members for the purposes of positive image building, as well as risk management services for the purposes of mitigating risks in the event that a member is hit by unfavorable issues. Ultimately, the objective of this committee is to capacitate the members.

In this regard, the Reputation and Risk Management committee will be holding free trainings on the subjects of marketing, PR, public communications, and path leadership (for c-suite levels). Moreover, it will also help organize roadshows for the Association in the fields of education, raising funds, strategic appearances in TV, among others. The motion to create the Reputation and Risk Management Committee, or otherwise known as, Thought Leadership was approved by the Board.

The Board also approved that there will be a system of escalation in the event that there are looming issues affecting PADCDI members. In this system, a holding statement to the public and the members will be issued while the Board does its due process of investigating whether the member being attacked is in a valid position to be actually protected by the issue.

Action items	Person responsible	Deadline
✓ Get PADCDI to panel in the Mindanao Business Conference	Ms. Amor Maclang	-
✓ Organization of ICO Roadshows	Ms. Amor Maclang	After regulatories have been established

Agenda item: Form the Traditional Financial Institution

Presenter: Chairman Lou Magsaysay

Discussion: Another motion was brought forth by Chairman Magsaysay to create a committee for the large financial institution PADCDI members. This committee was suggested to be led by UnionBank given the amount of experience it possessed in this industry.

Action items	Person responsible	Deadline
✓ Communicate the objectives of this committee to Mr. Arvie of UnionBank	Chairman Lou and Ms. Amor	-

Agenda item: Fastrack ICO regulations or Sandboxing Policies

Presenter: Ms. Jayjay Viray

Discussion: To fastrack ICO regulations, Ms. Relly Fajardo suggested that the Board pass a letter addressed to the Monetary Board, Mr. Peter Fabila.

Action items	Person responsible	Deadline
✓ Draft the letter addressed to Mr. Peter Fabila	Ms. Relly Fajardo and Board	Week of July 9th-13th

Agenda item: Proper Documentation for Member Concerns **Presenter:** Chairman Lou Magsaysay

Discussion: For the purposes documentation, the Board agreed that any concerns brought by any PADCDI member can be raised in the Telegram group, but should also be formally written down in a letter.

Agenda item: Creation of Committee-specific Email Addresses **Presenter:** Mr. Magellan Fetalino

Discussion: To have a more systematic way of communicating committee-specific concerns, Mr. Fetalino suggested that the Board should have access to the email address: hello@padcdi.org as well as individually receive the emails sent to the particular address.

In addition, to ensure that concerns are directed to the right people, it was also suggested that the technology committee create individual emails for each committee.

Action items	Person responsible	Deadline
✓ Provide login credentials for hello@padcdi.org	John Edgar Idlagan	-
✓ Create committee-specific email addresses	John Edgar Idlagan	-

Agenda item: Bloodletting Activity as CSR **Presenter:** Ms. Relly Fajardo

Discussion: Ms. Relly Fajardo is spearheading a socio-civic program in partnership with Pag-IBIG. She is calling for volunteers from PADCDI to attend the official bloodletting program this July 20th from 7am to 2pm at the Pag-IBIG office Union Square Condo, 15th Ave, Cubao, Quezon City. PADCDI's involvement in this program will be labeled as one of its CSR initiatives.

Agenda item: Membership Process and International Membership Concerns **Presenter:** Mr. Diego Ramos

Discussion: Due to recent confusions caused by the current membership process where people who are added to the Telegram group assume on the on-set that they are already a vetted members, the Board decided that the Membership committee, headed by Mr. Diego Ramos, must remind the Telegram group members of the official application process along with membership guidelines, and likewise, evidence the approved application through certificates.

In addition to individual membership concerns, Mr. Ramos expressed that there have been several banner companies from other countries who are interested in applying as a PADCDI member. In this regard, the Board agreed that the membership committee prepare a written form of membership guidelines that will clearly define the parameters of international companies/individuals/association membership. The primary purpose of which is to have an understanding of how to treat such applicants.

Action items	Person responsible	Deadline
✓ Prepare a draft of the membership guidelines	Diego Jose Ramos	Week of July 9th to 13th

**Agenda item: July 25th General Assembly Program
and Honorable Guests**

Presenter: Chairman Lou Magsaysay

Discussion: The Board discussed the potential honorable guests for the 2nd General Assembly, which is scheduled on July 25th at the Ark in Makati city. Chairman Lou expressed that the Board has invited the DOF Secretary to provide a keynote. In this regard, the Board also discussed the agenda for this particular event where they have also decided that aside from the keynote speaker, there will also be a panel, where Atty. Karla Denise Frias will be the assigned moderator. Furthermore, Ms. Viray suggested that the keynote and panel should be shortened as to allot more time for committee heads to present their respective committees and invite the general membership to join.

To further make the General Assembly exciting, Ms. Amor Maclang suggested that the Tectonic style of debate should be adopted for the primary purpose of fun and friendly banter.

Action items	Person responsible	Deadline
✓ Prepare a 10-minute presentation showcasing the committee programs	Committee Heads	Week of July 9th to 13th
✓ Invite media	Ms. Amor Maclang	
✓ Prepare program for the event	Events Committee	
✓ Adopt the Tectonic style of debate		

Agenda item: Marketing Committee

Presenter: Mr. Diego Ramos

Discussion: The Board discussed that until such time that the Marketing committee posts have been filled, Ms. Amor Maclang, the head of the Reputational and Risk Management and PR, will serve under the Marketing committee. This motion was approved by the Board.

Agenda item: Education Curriculum for TESDA Budget

Presenter: Ms. Jayjay Viray

Discussion: Ms. Viray is requesting that the Education committee to provide a brief curriculum for Blockchain Developers to be presented to TESDA as the primary basis of structuring budgets. Budgets, in consequence, will be used for the scholarship fund as well as training the trainers.

Ms. Amor Maclang also expressed her interest in providing assistance to the education committee through marketing education.

Action items	Person responsible	Deadline
✓ Brief curriculum outline for Blockchain Developers	Mr. Paul Pajo	Week of July 9th to 13th

Agenda item: **Invitation to Events**

Presenter: Ms. Amor Maclang

Discussion: Ms. Amor Maclang introduced and invited PADCDI in a variety of events. This includes a monthly educational seminar, Techup Tuesday every last Tuesday of the month. As well as Fintech Singapore on November 12-14, 2018.

Action items

✓ List of events

Person responsible

Ms. Amor Maclang

Deadline

-

END