



# October Board Meeting

Wednesday, October 11, 2017 / NOON / ADG 3RD FLOOR CONFERENCE ROOM

## Attendees

Jennifer Ellis, Rob Moritz, Sonny Albarado, Bobby Ampezzan, Syd Hayman, Iveta Imre, Sarah DeClark, Wendy Miller, Chelsea Boozer, Sarah Campbell-Miller

## Agenda

1. Programming Committee Update
  - Death Scrawl (Noon Oct. 13 at Roller Chenal Funeral Home)
2. Awards Banquet Update (6 p.m. Nov. 15 | Location TBD)
  - Diamond Bear pricing
3. 2018 Conference Update
4. Finance Update
  - Annual Budget
  - Bank Balances
5. FOI TaskForce Update
  - John Tull is our selection | letter sent, contact info sent
  - NFOIC Summit--Rob & Sarah Whites-Koditchek going?
6. New Business

## Discussion

1. Programming Committee Update
  - Death Scrawl
    - Jennifer informs the board that we have 19 students registered for the Death Scrawl. We have no students registered from UCA. Rob tells the board that the American Journalism Historians Association's conference is happening during the same time as this event, which could contribute to no UCA students going because a UCA faculty member is involved.
    - Jennifer says that SPJ Florida had about 20 registrants the first time they did this type of event.

- Iveta and Rob offered extra credit to their students to incentivize them to come. Iveta says next time, have the event not last as long. Rob suggests holding it on a Saturday in the future and maybe UCA can even host it next year.
- Jennifer distributes extra fliers for members' to hang up.
- Jennifer advises that there is no cut off time for people to sign up for the event and that Chelsea has reached out to honorary pallbearers to serve as sources for students.
- At the Death Scrawl, we will have a photo slideshow of Craig O'Neill
- Programming (General)
  - If board members are interested in pitching in programming ideas, let Chelsea and Jennifer know ASAP because a tentative calendar of the Programming Committee's ideas will be made within the next week.

#### NEXT STEPS:

- Keep promoting the event to get sign-ups (All)
- Let Programming Committee know of any ideas you have (All)

#### 2. Awards Banquet Update (6 p.m. Nov. 15 | Location TBD)

- Jennifer advises that Diamond Bear charges \$20-\$24 per person if we do a banquet there. It wouldn't include beers but will have options for various buffet-style foods such as potato salad, hummus or cheese dip, a brats dinner, a brisket sandwich bar and wings.
- Diamond Bear won't host 40 people without providing a buffet option. Jennifer proposes shooting for 40 people as the attendance goal.
- Alyse Eady won't work out for a keynote speaker for this years, so board members please send options for another speaker. John Brummett, Steve Barnes and Mel White were suggested as options.
- Bobby Ampezzan agrees to reach out to Mel White, a North Little Rock-based photographer for National Geographic, and ask him about being a keynote speaker.
- The room for Diamond Bear is \$200, but Jennifer thinks she can get Diamond Bear to lower the fee. It is not known if there is a minimum number of people required to have that room.
- We still have money in the contest and programs budget to support the banquet if needed. Jennifer suggests the banquet could be a fundraiser, with drink tokens given to attendees or telling people to buy their own drink.
- Sonny Albarado needs reimbursement for the Darragh Center rental for the Central High and the Press event in September.
- Jennifer says that when she won an award as a student, her meal was free.
- Chelsea suggests having first-place winners have their way paid for, with the hope that companies/news organizations would pay for other employees' tickets.
- Iveta suggests investing half into the banquet and having attendees invest the other half by paying a ticket fee.
- Chelsea suggests we provide one drink ticket for a special Diamond Beer for the evening (if attendees don't want to drink it, they can order something else).

- Finalists are to be announced today or tomorrow by Sonny Albarado.

#### **NEXT STEPS:**

- Contact Mel White about keynote speaker role (**Bobby Ampezzan**)
- Negotiate and finalize price for Diamond Bear room (**Jennifer Ellis**)
- Reimburse Sonny Albarado \$50 for September room rental (**Bobby Ampezzan**)
- Announce contest finalists (**Sonny Albarado**)

### 3. 2018 Conference Update

- Iveta distributes a chart of hotel options and provides full menus for each hotel on the chart
- Iveta suggests crossing Homewood Suites off the list because it only has king suites. Chelsea says a pull-out sofa will be fine for college students.
- All hotels have a minimum food charge.
- Jennifer says the hope is that we'll have sponsors cover some of these costs.
- Jennifer proposes combining the reception/live auction and banquet into one event if needed.
- Iveta says the reception price offers listed on the chart are only valid for a week and that hotels are expecting to hear back from her ASAP.
- Sonny will ask Hussman about sponsoring a portion of the conference.
- With the exception of Robert and Bobby, the board votes to book rooms at the Little Rock Marriott for the 2018 conference and commit to a reception room. When asking about the booking for a block of rooms, Iveta will ask about a breakfast room option that we can access as early as 8 a.m. to set up for the breakfast session.

#### **NEXT STEPS:**

- Book a block of rooms with the Little Rock Marriott, ask about a breakfast room (Iveta/Jennifer)
- Ask Hussman about a sponsorship (Sonny)

### 4. Finance Update

- (Bobby Absent)

#### **NEXT STEPS:**

- Reimburse Sonny \$50 for Darragh Center room rental (Bobby)

### 5. FOI TaskForce Update

- We selected John Tull for the FOI Taskforce. Rob Moritz is also serving on behalf of another entity.
- Rob says there will be a handful of media-friendly people on the taskforce.
- Rob says he is going to Nashville to attend the upcoming FOIA conference and that UCA is paying for his transportation.
- Sarah Whites-Kodichek is also going to the conference in Nashville but only on Saturday. Sarah doesn't have to pay registration because she is a working

journalist. The Arkansas Pro Chapter will pay \$25 for Sarah's meal, plus transportation.

#### **NEXT STEPS:**

- Pay \$25 for Sarah's meal, transportation for the Nashville conference (Bobby)

#### **6. New Business**

- In terms of determining a regional delegate, Sonny A. says to ask SPJ's database about SPJ members in our area who aren't listed as Arkansas Pro Chapter members.
- For our next contest, Sonny says to avoid the national contest entry date. To change the contest entry timeline next year, we'll accept re-entry of materials published from certain months this year.

### **Announcements & Comments**

- Jennifer says she will talk to Sonny Rhodes about a timeline for scholarships.
- Jennifer will create a timeline for the 2018 Regional Conference
- It is suggested that we have someone work on membership and recruiting for our chapter.

### **Next Meeting Agenda**

- Feedback from the Death Scrawl
- Awards Banquet Update
- 2018 Conference
- Finance Update
- FOIA Conference Overview/Feedback